Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

June 22, 1959
Volume 30 • Number 25
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

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THE NATIONAL NEWSPAPER OF MARKETING

Judges Hack 'Liver' Out of Carter's Pills

16-Year Legal Battle May Be Over as U. S. Court Upholds FTC Order

SAN FRANCISCO, June 16—In a 69-page decision dealing largely with advertising, constipation and the human evacuation system, three judges of the U.S. circuit court of appeals today knocked the "liver" out of Carter's Little Liver Pills.

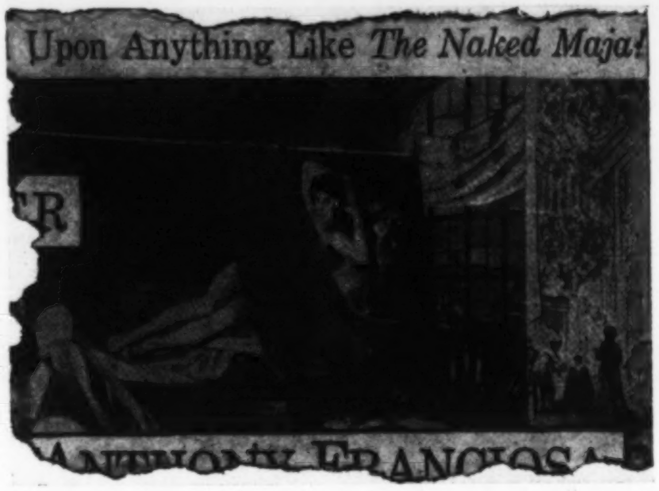
The 50 pages of court comment and 19 pages of footnotes upheld a 1956 Federal Trade Commission cease and desist order forbidding Carter Products Inc. and its co-respondent, Street & Finney, New York agency, from making any reference in its advertising to "liver" or to the effect of Carter's pills on the bile of American consumers.

The three circuit court judges who signed the decision, William Healy, Homer T. Bone, and Frederick G. Hamley, did not, however, prohibit Carter from advertising a "cathartic effect" of its pills.

(Street & Finney, which had been handling magazine and spot radio for the product, was replaced on the account by Ted Bates & Co. Aug. 1, 1942 [AA, July 27, '42]; Bates also took over the network radio, previously handled by the old Stack-Goble agency, and newspaper ads, from the old H. H. Good Advertising Agency. The Carter budget at that time was estimated at $600,000.)

■ In spite of some 70 years of advertising claims that Carter's "represent a fundamental principle of nature in self treatment" and are "effective for sluggish

(Continued on Page 120)


Upon Anything Like The Naked Maja!

DAMSELS IN DISTRESS—*Last week the Post Office ruled that postcard ads for the movie "The Naked Maja" constituted an "appeal to prurient interest" and were therefore unmailable. Because of the Post Office's interest in the exploitation of the Goya painting, newspaper ads for the film, like the one above, have converted "The Naked Maja" into a draped figure belying the title. Meanwhile, another noted object of censorship, "Lady Chatterley," also was in trouble (see story on Page 121).*

NIAA Gets New Name, Membership Structure

Ratification Needed for Vote Renaming It Assn. of Industrial Advertisers

For other news and pictures of the NIAA see Pages 3, 60 and 66.

SAN FRANCISCO, June 16—National Industrial Advertisers Assn. emerged from a welter of parliamentary maneuvers late last night with a new name, a new dues structure, new restrictions on non-advertiser membership, and a new class of sustaining members—if no one rocks the boat in implementation proceedings which must now be followed to make everything strictly legal.

After a session that started at 9 a.m., continued to noon, and then adjourned until 5:30 in the afternoon—going until 7:30—the industrial advertising men finally adopted practically all of the recommendations of the organization development committee, headed by Willis Jensen, of the Rumrill Co., Rochester, designed to make the organization financially stronger, more closely knit and more effective nationally.

Among the 15 points recommended by the Jensen committee, and finally adopted by the membership, were:

- 1. A change in the name of the

(Continued on Page 120)

45 Stations Drop Preparation H Ads; 21 Lose Seal; 17 Resign from Code

Feminine Hygiene Ads Scrutinized; Board to Seek 'Better Understanding'

WASHINGTON, June 18—NAB's tv code board pushed its fight over hemorrhoid remedy ads into the mopping up stage today, and embarked on several new enforcement projects, including a plan to consult advertisers and agencies about other personal product commercials which the board regards as objectionable.

With the concurrence of NAB's television board, the code review board notified 13 more stations this week that their code privileges have been revoked because of their continued acceptance of ads for hemorrhoid preparations (Preparation H).

According to Donald H. McGannon, chairman of the code review board, and president of Westinghouse Broadcasting Co., the batch of revocations which cleared the NAB board today brings the hemorrhoid remedy episode to the final phase, with only one case still unresolved.

■ In this first vigorous effort to insist on code compliance, he reported that a total of 21 stations had lost the right to display the code seal and 17 others resigned. Of 84 code stations which accepted hemorrhoid remedy ads when the enforcement program started, 45 notified NAB that they were canceling the ads. "So far as we know," Mr. McGannon said, "except for the one unresolved instance, none of the 270 remaining code subscribers are accepting hemorrhoid remedy ads."

While the hemorrhoid remedy showdown has cost the code board the support of at least 38 stations, and a possible 39th, NAB sources emphasized that less than half a dozen have resigned from the association itself.

■ The lineup within the NAB's tv board in support of the enforcement program of the code review board was not reported. However, it was revealed that at least two stations appeared to protest withdrawal of their seal, and

(Continued on Page 117)

Plastics Society Drive Warns on Film Bag Misuse

NEW YORK, June 18—The Society of the Plastics Industry today launched a nationwide newspaper and radio campaign to educate the public on "the proper and improper use" of plastic bags.

Batten, Barton, Durstine & Osborn is handling the campaign, which will bill about $500,000. In announcing the campaign, the society said it aims to educate people to the necessity of keeping plastic bags away from infants and children just as they do matches, knives, etc.

For the first week of the campaign, page ads will run in 117 newspapers in 100 markets, followed by half-page ads for the next five weeks. Radio coverage will include radio spots on network and local stations (including foreign language stations) in 180 cities.

■ The ads point out that in recent months a number of infants and small children have suffocated as

(Continued on Page 121)

Rent Suit Adds to C&H-Seklemian Legal Hassling

NEW YORK, June 19—Calkins & Holden and Seklemian & North, participants in a short-lived (five months) merger which came apart in January amid charges of fraud and account piracy, found themselves this week co-defendants in a $58,000 action brought by the landlord of quarters occupied by S&N at the time of the merger last August.

The landlord, 18 E. 48th St. Corp., contended that because of the merger agreement, terminated in January by C&H Board Chairman Sherwood Smith, both agencies were responsible for four months' unpaid rent.

At press time, it was learned that Fletcher D. Richards, which merged with Calkins & Holden in May, has been brought into the case via another suit, this one to collect $2,000 monthly rent allegedly owed by the defendants through June, 1961. "We are now suing the mother-in-law," said an attorney for the landlord.

■ In still another late development, it was announced that the

(Continued on Page 121)

'60s to Be Business' Golden Era, Barring War, Bungling, AMA Told

200,000,000 U. S. Citizens to Live Better in 1970, Dr. Ensley Declares

CLEVELAND, June 17—Golden 1960s were envisioned for U.S. and Canadian business by speakers at the American Marketing Assn.'s convention here.

Only a world eruption or bungling by marketing and advertising men or distribution breakdowns will keep the breath-taking decade from dawning, speakers at the conference said.

Dr. Grover W. Ensley, exec vp, National Assn. of Mutual Savings Banks, sketched this picture of a dollar-spangled future:

"There is every reason to expect that the nation will have a $750 billion economy by 1970 compared with today's $475 billion economy. It will be an economy in which physical output from factories and mines will approach 250% of the 1947-49 base, compared with about 150% today."

■ "The 1970 economy will support, better than ever before, a

(Continued on Page 117)

TV Nets', Stations' Revenues Topped $1 Billion in '58: FCC

WASHINGTON, June 18—Tv stations and networks received over $1 billion for time and talent for the first time in 1958, the Federal Communications Commission reported today. The networks and stations retained $171,900,000 as income before taxes, the FCC said.

Total revenues of the three tv networks and the stations, including receipts for sale of talent and other services, added up to $1,030,000,000 in '58, a 9% gain, according

(Continued on Page 8)

Last Minute News Flashes

Grey Acquires Hudson Pulp & Paper

NEW YORK, June 19—Advertising of the consumer products division of Hudson Pulp & Paper Corp. will be shifted to Grey Advertising Agency Sept. 1. The account, which now bills about $1,000,000, has been with Norman, Craig & Kummel.

McDermott Leaves B&B as TV-Radio Chief

NEW YORK, June 19—Thomas J. McDermott has resigned as senior vp in charge of tv-radio programming at Benton & Bowles; he will be replaced by Oliver Barbour, vp and director of programming. The tv-radio department remains under the supervision of L. T. Steele, senior vp and plans board chairman. Mr. McDermott's destination remained cloudy as ADVERTISING AGE went to press. After turning down the top programming spot at CBS-TV, he was reported to be considering a spot as the head of Four Star Films, Hollywood. Dick Powell, however, told AA that while he would like to have Mr. McDermott at Four Star, he had been unable to reach him.

C-E Names Davis to Head Non-Chevy Share of GM

DETROIT, June 19—George W. Davis, vp of Campbell-Ewald, has been put in charge of the agency's General Motors accounts—exclusive of Chevrolet—including Delco-Remy, Delco radio, Delco products and Packard Electric. Clyde Bennett, account executive on United Motors Service division of GM, will succeed Mr. Davis as account supervisor of UMS.

(Additional News Flashes on Page 121)

Sanders
Jacobs
Murdock
Dettman
Eigenbrot
Kilmer

LATE, LATE SHOW—*The end of the day is a film of award-winning commercial movies from the Cannes festival. Visible here are Jim Sanders, Hank Jacobs, residential advertising coordinator, Al Murdock, assistant advertising manager in Minneapolis, Morrie Dettman, advertising manager of the Datamatic division, Jack Eigenbrot and Jim Kilmer, both of Aitkin-Kynett.*

No Napping at Couchiching . . .

Minneapolis-Honeywell Takes Cool Reading on Its Marketing Operation

4-Day Canada Seminar Joins Agencies, Media, Company's Ad, Sales Folk

By John Crichton

ORILLIA, ONT., June 17—Nine years ago Minneapolis-Honeywell Regulator Co. held a half-day conference of its merchandising and advertising people in Chicago.

Now the big company's annual merchandising conference is a fixture, and last week 35 people from Honeywell divisions in the U. S. and Canada, including agency and public relations representatives, turned up at hazy Lake Couchiching to consider how to get more mileage out of the $4,500,000 the huge (1958 sales, $328,000,000) omnibus company spends on advertising and promotion.

The attention of the meeting centered on new products, which are pouring out of Honeywell's assorted industrial divisions at a torrential rate, and range from a new version of Heiland's strobe flash to the Micro-Switch division's lighted push-button switches, to Datamatic's new 800 computer system.

■ In the course of the proceedings, the meeting listened (1) to presentations of approaches and problems encountered by various divisions; (2) to a projected outline of Honeywell's 75th anniversary celebration next year; (3) to a proposal for a television spectacular and (4) to a thorough analysis of automation and control business papers, design papers, electronic and aviation-missile-space papers, and of the newsweekly-management magazine group.

The conference also discussed

(*Continued on Page* 74)

Honeywell Oversimplified

Here's a thumbnail sketch of Minneapolis-Honeywell Regulator Co.:

1958 sales: $328,480,122.

Employes: 32,129 in 41 plants and 178 sales offices worldwide.

Expenditure: About $4,500,000 in advertising and sales promotion.

Divisional breakdowns aren't available, except that the largest promotional portion is the Minneapolis residential-commercial-corporate segment, through Foote, Cone & Belding, at $1,200,000. Second biggest is probably the industrial products group's $425,000 commissionable. Probably the advertising and promotion budgets are about equal over-all, although the percentages vary widely in divisions.

Criticism of 'Lobbying' Ads Cuts Hope for Rule Liberalization by U.S.

WASHINGTON, June 16—The current flare-up over advertising expenditures by "the munitions lobby" may spell the doom of a move that has been under way for many months to liberalize the government's attitude toward magazine and newspaper advertising by defense contractors.

Traditionally, the armed services will not pay for any advertising other than a limited amount in trade and technical publications. Instead of modifying this position, there is even some thought now of tightening up on expenditures in trade and technical publications.

With the three branches of the armed services locked in a no-holds-barred battle for larger slices of the defense budget, President Eisenhower voiced his resentment recently over ads by members of the "munitions lobby" which try to influence the outcome of the defense budget fight.

■ At meetings with members of Congress recently, the President reportedly complained that ads by big contractors—he singled out Boeing—are used to whip up support for particular weapons, without full regard for military considerations. He expressed irritation later when his remarks were "leaked" to the press by some of the congressmen who attended the meeting.

"I do say this," the President commented in response to a press conference question. "There is obviously political and financial considerations getting into this argu-

(*Continued on Page* 116)

Cole Joins Reincke, Meyer

Bruce H. Cole has joined the copy staff of Reincke, Meyer & Finn, Chicago agency. Mr. Cole was previously an account executive in the advertising and sales promotion departments of General Electric Co., Western Springs, Ill.

Wilson Joins Detroit Bank

Bayard Wilson has joined the advertising section, marketing division, National Bank of Detroit. Mr. Wilson was formerly advertising manager of Gray Marine Motor Co., Detroit.

International Unit of McCann Names Weaver, Sarmento

Grimes, McDonough Get New Posts in Shuffle of Agency's Overseas Arm

NEW YORK, June 18—Sylvester L. (Pat) Weaver Jr., who left Young & Rubicam 10 years ago to play a leading role in the development of television, returned to the agency business today in a new role: Chairman of the board of McCann-Erickson Corp. (International).

Mr. Weaver's appointment was one of several announced for the agency's international subsidiary. Armando M. Sarmento, a Brazilian who has been head of McCann's Latin American operations, is being brought to New York to become president of the international company.

Pat Weaver

Armando Sarmento

Marion Harper Jr., president and board chairman of McCann-Erickson Inc., also announced the promotions of Arthur L. Grimes from senior vp to exec vp and Morgan McDonough from vp to senior vp of the international com-

(*Continued on Page* 53)

French Tourism Account Switches to Doyle Dane

Move from Grey Is Office's Third Shift in Past Nine Years

NEW YORK, June 17—The French Government Tourist Office has switched agencies again.

Doyle Dane Bernbach Inc.—the Israel Tourist Office agency—takes over the account Aug. 1, becoming the fourth agency in the past nine years.

Doyle Dane succeeds Grey Advertising Agency, which won the account two years ago in a "Do-you - love - France?" competition. Agencies pitching for the business in 1957 were told they should "know France, have a feeling for her history, culture, moods and personality."

Grey succeeded Benton & Bowles, which took over the account from L. H. Hartman Co. in 1952.

The French tourist account is known on Madison Ave. as a "prestige, five-ads-a-year" job. When Grey was awarded the business,

(*Continued on Page* 84)

NBC-TV Wins 4 Sherwood Awards

NEW YORK, June 18—NBC-TV walked off with four of the seven Robert E. Sherwood television awards at the fourth annual presentation here yesterday. Top prize of $5,000 went to "Made in Japan," a CBS "Playhouse 90" drama, presented by several sponsors. CBS received two of the awards and ABC one.

The cash prizes were presented by Mrs. Eleanor Roosevelt, representing the jurors. Established by the Fund for the Republic in honor of the Pulitzer Prize playwright, the prizes are awarded to the shows judged to have "dealt most dramatically and effectively with the subjects of freedom and justice."

The other winning shows were: "Twenty Cent Tip" on the "Loretta Young Show" (NBC, Procter & Gamble); "Report from Alabama," news department special (NBC, sustaining); "The American Stranger" of the "Kaleidoscope" series (NBC, sustaining); "Small World" (CBS, Olin Mathieson Chemical and Renault); "Bishop Pike" program (ABC, sustaining), and "Meet Mr. Lincoln," special "Project 20" program (NBC, Lincoln National Life Insurance). #

15 CBS Execs Get VP Badges

NEW YORK, June 18—The vp assembly lines of Columbia Broadcasting System were working double shifts this week.

Between them, CBS-TV stations division and CBS Radio division turned out 15 new veeps. The titles went to the general managers of the company's 12 owned stations, to the two heads of spot sales and to the director of tv station services.

■ By territory, the new vps are: Chicago—H. Leslie Atlass, WBBM-TV, and E. H. Shomo, WBBM; Los Angeles—Clark George, KNXT, and Fred Ruegg, KNX; Philadelphia—John Schneider, WCAU-TV, and Joseph T. Connolly, WCAU; St. Louis—Eugene B. Wilkey, KMOX-TV, and Robert Hyland, KMOX; Boston—Thomas Y. Gorman, WEEI; San Francisco—Maurie E. Webster, KCBS.

New York, as headquarters city, contributed five to the list: Frank Shakespeare Jr., WCBS-TV; Sam J. Slate, WCBS; Harvey Struthers, TV Station Services; Bruce Bryant, CBS Television Spot Sales, and Milton F. Allison, CBS Radio Spot Sales. #

Outdoor Poster to Dispense Samples of Sue Ann Cheese

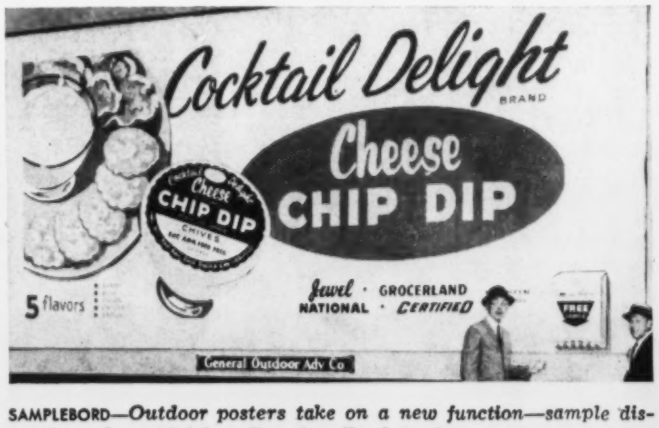
CHICAGO, June 16—The outdoor poster that dispenses samples comes into being next Monday, June 22, when Sue Ann Food Products Corp., Chicago, starts dispensing samples of its Cocktail Delight Cheese Chip Dip from a poster advertising the product on E. South Water St. here.

The poster space, owned by General Outdoor Advertising Co., is novel in that pedestrians pass right next to it and can easily pick up little plastic packets of the cheese from a dispenser built right on the poster. T. J. Paisley Co., Medina, O., made the sample packets.

■ The board, tagged a Samplebord, will be in test operation from June 22 through July 3, dispensing during the 11 a.m.-to-2 p.m. lunch rush. "If this test is successful, we plan to go coast-to-coast with our Samplebord program," says Milton Brav, president of Sue Ann.

The cheese being sampled will be one of five cocktail cheese flavors—onion, sharp, bleu, garlic and chive—that Sue Ann makes with Dariworld cheese. Sue Ann has an exclusive license to make this cheese (AA, Sept. 29, '58).

The Samplebord idea was dreamed up by Julian Jackson, head of Julian J. Jackson Agency, Chicago, the agency handling Sue Ann's Cocktail Delight line. #



SAMPLEBORD—*Outdoor posters take on a new function—sample dispensing—June 22 when Sue Ann Food Products begins dispensing samples of its Cocktail Delight Cheese Chip Dip from a poster on East South Water St., Chicago. Trying it out are Milton Brav (left), president of Sue Ann, and Julian Jackson, Julian J. Jackson Agency, Chicago, which handles the account.*

Ellington Named Northam Warren's Second Agency

It Adds Odorono, Sage Line; Shares Ex-DDB Account with DCS&S

STAMFORD, June 17—Northam Warren Corp. today split its account between two agencies by naming Ellington & Co. to handle Odorono deodorants and Peggy Sage hand preparations. Combined billing on the two brands is about $500,000.

Last week the company appointed Doherty, Clifford, Steers & Shenfield to handle its $1,000,000 Cutex account (AA, June 15). The entire Warren account had been at Doyle Dane Bernbach for the past year (AA, May 18).

"In the past we've tried both consolidating and splitting the account," Richard E. Marsh, ad manager, told ADVERTISING AGE. "But we've decided it would be more beneficial to have one agency concentrating on Cutex and its problems and opportunities, and have another agency concentrating on Odorono and Peggy Sage and their problems and opportunities," he said.

▪ In all, the company interviewed 18 agencies; then it narrowed the field to three for Cutex and three for the other part of the account. All the interviews were informal, and the final selections were made "mainly because of people," Mr. Marsh said.

"We asked them not to give the usual film and flip chart presentation," he said. "Instead, we had informal chit-chat conversations, telling each other about our respective companies. That way we got to know the people concerned. After all it's people you end up working with, and you have to have people you can live with over the years."

Mr. Marsh said the company was impressed with the high caliber of all the agencies interviewed, but, he said, Ellington and DCS&S were chosen because they had people with the proper experience

(*Continued on Page* 119)

NOTICE!!

ALL of the manufacturers' list prices shown in *all* of Todd's advertising are reproduced *only* for the purpose of identifying and clarifying the models of the nationally branded merchandise. *All* merchandise at Todd's three locations is sold *everyday* at low discount prices . . . prices that are *always* lower than manufacturers' list prices. However, practically all of the sale prices shown in Todd's advertising are reduced BELOW our regular, everyday discount prices. This message is printed as a public service—for the education and protection of the general public in order to clear up any misconceptions about manufacturers' list prices which are not normal selling prices, but are used only for purposes of quickly identifying the many models produced by the various manufacturers. List prices shown on furniture —which are not established by national manufacturers— are set by our comparison shopper and the merchandise is evaluated against comparable current merchandise now selling in this area.

TODD'S WILL CONTINUE TO BUY BIG AND SELL AT THE LOWEST POSSIBLE PRICES—LOW PRICES YOU CAN TRUST!

FTC-PROOF? — *This box is used in its newspaper ads by Todd's, Washington, D. C., appliance chain, to caution readers that national list prices are quoted for the purpose of identification only. It was drafted after retailers were warned that FTC regards national list prices as deceptive if they are not the usual prices in the area.*

Retailers' Ads Carry Disclaimer on List Prices

Washington Appliance Sellers Say Prices Are 'for Identification Only'

WASHINGTON, June 18—With the Federal Trade Commission threatening to intensify its drive on deceptive price advertising, some Washington appliance chains have tried to head off trouble by putting disclaimers into their ads warning the public that manufacturer's list price isn't necessarily a measure of value.

One of the biggest chains, Todd's, is running a black-bordered box, which tells readers that manufacturers' list prices have been reproduced "only for purposes of identifying and clarifying the models of nationally branded merchandise."

Another major discount dealer, Slattery's, is using the phrase, "Comparative prices are manufacturers' list prices, listed for identification purposes only."

▪ The appliance trade here has been in a turmoil over comparative price advertising for several months. Early in the year, the

(*Continued on Page* 84)

Ziv PR Unit Offers Price List on New 'Short-Order' Service

CHICAGO, June 16—John Marshall Ziv Organization, pr wing of John Marshall Ziv Co., Chicago agency, today ran an all-type ad in the *Chicago Tribune* to promote a new no-retainer piecework approach to company publicity.

Instead of being based on the customary annual retainer, the Ziv plan puts publicity services on a functional basis. A list of "approximate costs" includes the following examples: New product release to the trade, $250; new product release to the public, $500; feature magazine story, $750; corporate events publicity, $150; planning and conducting an open house, $500; invasion of a new market, $1,500; convention or trade show coverage, $1,000; organizing an in-plant pr department, $5,000. Actual charges may vary somewhat from the estimates, Ziv said.

▪ "Although many advertising agencies do a capable job on simple product publicity stories, it is unfortunate but true that 'free' publicity done by an advertising agency is often worth just exactly its purchase price," Ziv said.

"All too many businesses are unable to make use of publicity and public relations techniques; yet these are the companies that need pr most," Ziv said.

"And yet the company that can't justify an annual retainer still needs occasional pr service. To meet this need, the John Marshall Ziv Organization announces this totally new type of . . . 'short-order' service." #

Ad Manager Can Enlarge Stature as Total Marketing Expands, NIAA Told

'Scientific '60s' Will Alter Life and Marketing, Bell Tells Convention

SAN FRANCISCO, June 17—Industrial advertising will become more important than ever in the years ahead, and the industrial advertising manager stands on the threshold of unusual opportunities to increase his stature and importance, the 37th annual conference of National Industrial Advertisers Assn. was told here this week.

Built around the theme of integrated marketing and better

NIAA Convention

management of advertising and marketing skills, the program featured a number of speakers who painted a rosy future for industrial advertising practitioners, but who warned that to cash in on that future would require a kind of management skill that is considerably different from that common among advertising men today.

▪ The keynote was sounded by Robert S. Bell, president, Packard-Bell Co., Los Angeles. There can be no question, he said, that the next decade will be the "scientific '60s," with tremendous changes in life and marketing resulting from scientific advances.

Electronics will deeply affect marketing and advertising, he said, because it will change the size and composition of the population by lengthening the life span, and will provide more and more leisure.

Rattling off a couple of dozen "wonder" predictions of what will be accomplished during the next decade, Mr. Bell also predicted a great future for the television industry. There will probably be 82,000,000 tv sets in use in five years, he said, with an annual replacement market of 11,000,000 sets a year—compared with sales of only 5,000,000 sets last year.

▪ At the Monday afternoon session, two speakers—Robert F. Dick, president of George Fry & Associates, and S. R. Bernstein, editorial director of *Industrial Marketing* and ADVERTISING AGE—pointed out the opportunities facing industrial advertising men.

Industrial companies are searching for individuals capable of doing the over-all coordinating job required by the total marketing concept, said Mr. Dick, and this represents a tremendous opportunity for the industrial advertising man who can bring his company the kind of thinking that total marketing implies.

The big industrial need, Mr. Dick said, is for more carefully

(*Continued on Page* 122)

Chevrolet, Calo Win Ad Film Top Prizes at Cannes

CANNES, June 16—American entries scored a sweeping victory here at the sixth annual International Advertising Film Festival, winning the two grand prizes—one for television and one for cinema —and 14 other awards.

The festival, which closed Saturday, saw a record number of 895 advertising films entered from 20 countries. The entries were about equally divided between films for tv and films for movie houses. The U.S. was represented by 90 films from 26 producers.

The *Grand Prix du Cinema* went to a two-minute color film, "Chevrolet Station Wagon," made for Campbell-Ewald by Lawrence-Schnitzer Productions, a Hollywood affiliate of Robert Lawrence Productions, New York.

Although it won the top cinema award here, the Chevrolet film was originally shown on the Dinah Shore television show. The film, which has no dialog, shows how various members of a family "fall in love" with a 1959 Chevy station wagon.

This is the first time in the history of the festival that an American film has won this award.

▪ The *Grand Prix de la Television* went to "Tired Dog," a Calo dog food commercial produced by Cascade Pictures of California for Foote, Cone & Belding. The film tells the story of an unhappy, tired dog who peps up after getting "a square meal—Calo dog food." The dog wonders: "How do they get a square meal in a round can?"

This is the first year the festival

(*Continued on Page* 56)

'Researcher' Ogilvy Tells How to Judge Ad

Says His Standards 'Don't Militate Against Creation of Distinguished Ads'

NEW YORK, June 18—David Ogilvy, a somewhat dogmatic man when it comes to rules (AA, May 13, '57), advances some new ones in a forthcoming book, "Art Direction/s," to be published in the fall, at $10, by the publisher of *Art Direction Magazine*.

The president of Ogilvy, Benson & Mather makes his rules for judging of art directors' contests. They grew, he says in his foreword, from an experience in judging in which two art jurors found "50 highbrow layouts from the thousands submitted, and duly nominated them as the 50 best." The third juror—Mr. Ogilvy—was a researcher, had access to knowledge not available to his fellow jurors, and concluded that "46 of the 50 advertisements selected by the two highbrow art directors were below average in their ability to communicate."

▪ Mr. Ogilvy says the following standards do "not militate against the creation of distinguished advertising."

In the first place, each ad starts with a score of 100. Then come deductions, as follows:

"If the graphic technique obtrudes itself between the copy-

(*Continued on Page* 56)

Speed Queen Atlantic Sets Ad-a-Day Push for Year in 'N.Y. News'

NEW YORK, June 16—An ad a day for a full year will be placed by Speed Queen Atlantic Co. in the *New York News* starting July 1.

The campaign costs $111,000, according to the *News*, and it will embrace 366 insertions, aggregating more than 30,000 lines. Each ad will be in preferred position, featuring a product of Hobart Mfg. Co., Kitchen Aid dishwashers, Gibson refrigerators and freezers or Speed Queen washers and dryers.

Byrde, Richard & Pound Advertising is the agency for Speed Queen Atlantic. #

Miranda
Fouke
Freeman
Jensen

GUIDE—*Robert H. Fouke, official parliamentarian, guides the NIAA organization development committee through a maze of by-laws. Listening intently are M. Stephans Miranda, Dresser Industries, Dallas, and outgoing NIAA board chairman; Willis Jensen, Rumrill Co., Rochester, head of the organization committee, and John Freeman, president of the NIAA.*

Philco Drive to Promote Its Portable Safari

PHILADELPHIA, June 16—Philco Corp. will use a b&w spread in *The Saturday Evening Post* July 25 to kick off a major magazine campaign this summer and fall boosting its two tv receiver innovations—its Safari portable tv (described as the industry's first true portable on the market) and its Predicta separate-screen tv sets.

■ In what Philco's tv and radio division ad manager, John Kelly, describes as a "mass plus class" media lineup, the schedule includes *American Home, Better Homes & Gardens, Farm Journal, Ladies' Home Journal, Life, Progressive Farmer, Reader's Digest, Sports Illustrated, The New Yorker* and *Time.*

The *Wall Street Journal*, which carried the Safari announcement ad June 8, will be used later.

■ Philco's tv receiver ad approach this year leans more toward magazines than in previous years (AA, Jan. 19), according to Mr. Kelly. The company also plans to use more b&w to provide scheduling flexibility and b&w photo drama.

Network tv plans for the rest of the year are limited to the Miss America Pageant telecast, from Atlantic City, probably on CBS-TV as before. No additional spectaculars, like its "Meet Me in St. Louis," are slated this year.

Following the selection of Miss America, Philco will take institutional space in some 325 newspapers around the country to promote the national beauty queen. This effort will be augmented by radio and tv ads and direct mail.

■ The Safari is being shown to appliance dealers at the International Home Furnishings Market in Chicago this week.

The receiver weighs about 15 lbs., is about 16½" high and looks somewhat like a camera with a front visor. It operates on 21 transistors plus a 7½-volt battery, made for Philco by Eveready Co., that costs $5.50 and powers the unit, with rechargings, for about 80 hours. The Safari can also be played on standard AC current.

The picture tube is actually a 2" tube, facing upward. A 45° reflector projects the picture forward and expands it to "approximately the same size as a 14" picture tube," Philco says.

The Safari, now being distributed nationally, sells for $250 without the battery.

■ Sharing the ad billing with Safari in the first ads of the new magazine series will be the Predicta 17er, a line of six small cabinet receiver units with the separate Predicta screen, introduced a year ago.

Batten, Barton, Durstine & Osborn handles the account. #

Highlights of This Week's Issue

Minneapolis-Honeywell *held its ninth annual merchandising conference at Lake Couchiching in Canada to talk over how to improve the use of its* **$4,500,000** *annual ad budget with its ad managers and agencies, and AA listened in* ....**Page 2**

NAB's tv code board pushes its fight on hemorrhoid remedy ads into mopping up stage and embarks on several new enforcement projects, including a plan to consult advertisers and agencies about other personal product commercials ....**Page 1**

The 1960s will be a golden era for U. S. and Canadian business, if war, bungling, depression don't intervene, American Marketing Assn. is told at annual convention ....**Page 1**

The Society of the Plastics Industry launches nationwide newspaper and radio campaign to educate public on "the proper and improper" use of plastic bags ....**Page 1**

French Government Tourist Office switches its account from Grey Advertising to Doyle Dane Bernbach Inc., which also handles the advertising for the Israel Tourist Office Agency ....**Page 2**

Sue Ann Food Products Corp. will put into operation an outdoor poster in downtown Chicago which will dispense free samples of its Cocktail Delight Cheese Chip Dip ....**Page 2**

Washington flare-up over "the munitions lobby" advertising may spell doom of a move under way for many months to liberalize government's attitude toward magazine and newspaper advertising of defense contractors ....**Page 2**

Pat Weaver returns to the agency business with his appointment as chairman of the board of McCann-Erickson Corp. (International); Armando Sarmento moves up to be president of the same group ....**Page 2**

Industrial Advertising will become more important in the years ahead and the industrial ad manager faces unusual opportunities to increase his stature and importance, the 37th annual conference of the National Industrial Advertisers Assn. is told ....**Page 3**

David Ogilvy, head of Ogilvy, Benson & Mather, sets forth his rules for judging art directors' contests in new book to be published in the fall by Art Direction Magazine ....**Page 3**

American entries score sweeping victory at the sixth annual International Advertising Film Festival, with Chevrolet and Calo dog food winning two top prizes—Chevy for a movie ad and Calo for a tv ad ....**Page 3**

Washington appliance chains run ads disclaiming manufacturers' list prices aren't necessarily a measure of value in move to stave off action by Federal Trade Commission ....**Page 3**

Speed Queen Atlantic Co. starts an ad a day for a full year schedule in the New York News starting July 1 ....**Page 3**

Small bakers tell Senate anti-monopoly subcommittee that advertising by the big bakers helps jack up prices ....**Page 6**

Look at the whole world as your market; don't be shy about tangling with your foreign competitors, Bradley Fisk, deputy assistant secretary of commerce for international affairs, tells the Export Managers Club of Chicago ....**Page 19**

Bert Lahr sues Lestoil Inc. for $500,000 damages charging that a tv commercial tried to trade on his "unique" style of delivery without his knowledge or permission ....**Page 20**

$471,298,000 was spent last year by drug and toiletries manufacturers to advertise in major media, annual "brand-by-brand" compilation by Drug Trade News reveals ....**Page 21**

House committee on interstate and foreign commerce reports it favors fair trade legislation sponsored by Rep. Oren Harris (D., Ark.), its chairman ....**Page 24**

Porcelainize petitions FTC to rescind old cease and desist order saying it can't say its auto wax has no abrasive because its product has been changed so that it isn't abrasive ....**Page 26**

Theatre-screen Advertising Bureau offers film to promote movie theater advertising as a medium ....**Page 43**

Newspaper r.o.p. color linage in April was 13,866,321 lines, a gain of more than 25% above color linage reported in April, 1958 ....**Page 43**

Scott Publishing Co.'s suit, with aid of other newspaper publishers in the state of Washington, against the International Typographical Union and other defendants, moves a step nearer trial ....**Page 45**

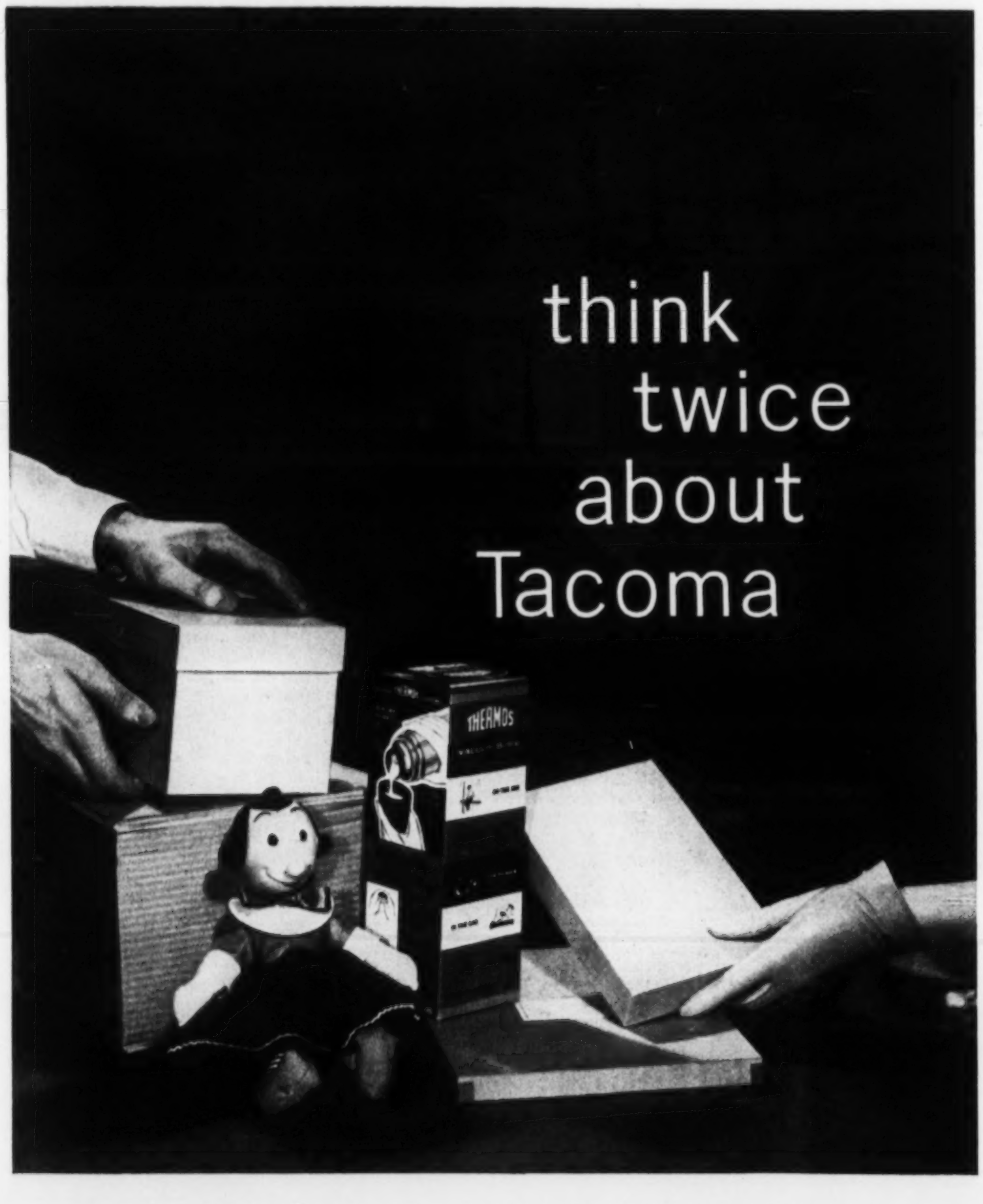
Outdoor Advertising Inc. distributes its "1958 Poster Annual," a collection of award-winning posters ....**Page 47**

FIGURES TO FILE

Spot TV Advertisers, 1st Quarter ....**Page 86**
Consumer Magazine Advertising Linage ....**Page 96**

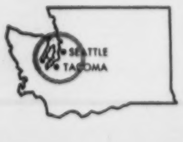
REGULAR FEATURES

Advertising Market Place 118
Agencies Ask Us 106
Coming Conventions 114
Creative Man's Corner 104
Drawthinks 109
Editorials 12
Employe Communications 106
Getting Personal 44
Looking at Radio and TV 104
Obituaries 94
On the Legal Front 82
Peeled Eye Dept. 82
Photographic Review 78
Production Tips 80
Rough Proofs 12
Salesense in Advertising 106
This Week in Washington 6
Voice of the Advertiser 112
What They're Saying 12



68,678 families*, who buy 14% of all general merchandise sold in the Puget Sound Circle, will never see your ad if it appears only in Seattle newspapers

*68,678 families in the important Tacoma Market read the Tacoma News Tribune and *not* a Seattle newspaper



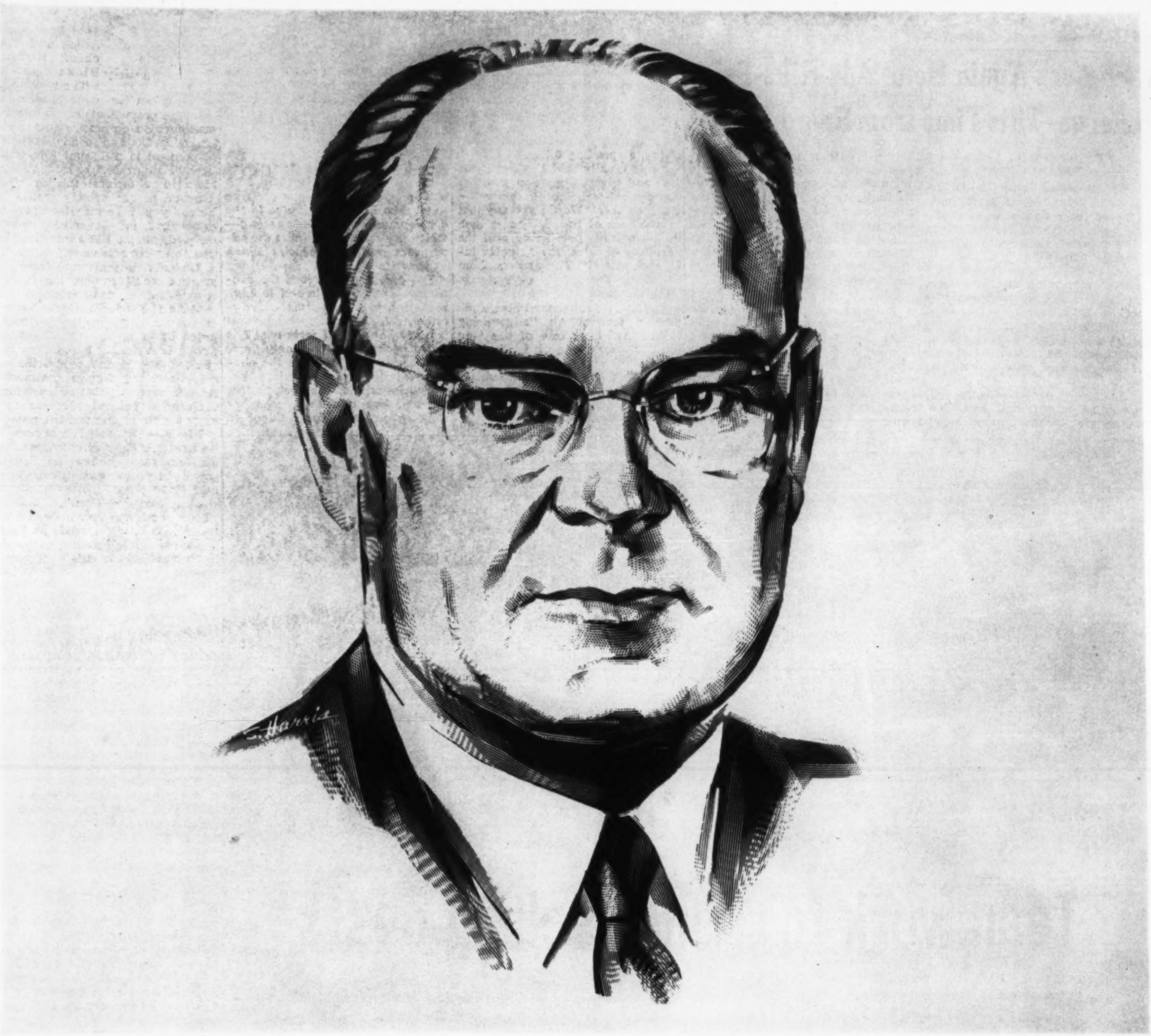
QUICK FACTS: The Tacoma Market is separate and distinct from the adjoining Seattle Market. Tacoma's Metro Area has a population of 324,200, spends $44,624,000 yearly for General Merchandise and has a spendable income of $561,470,000. The Tacoma News Tribune is the only newspaper with merchandisable coverage in the Tacoma Market . . . delivers more than seven times the combined circulations of the Seattle dailies in this area.

Ask the men at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

A happy heart comes from a well done job.
We are America's finest photoengraving plant
for letterpress and gravure.

Collins, Miller & Hutchings INC.
333 West Lake Street • Chicago 6



A message to advertisers about THIS WEEK Magazine:

"IN THIS WEEK Magazine we find the ideal combination of suppliers pre-selling their products to the consumer and giving retailers a special reason for tying in with their own advertising and merchandising support. We witness every day the movement of more goods across the grocers' counters as a result of advertising appearing in THIS WEEK."

D. P. Lloyd, Chairman, Executive Committee
Cooperative Food Distributors of America, Chicago, Ill.
(24,000 stores. $8,000,000,000 annual volume)

To Move Goods Fastest . . . Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

This Week in Washington . . .

Senators Again Hear Ads-Hike-Price Charge–This Time from Small Bakers

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 18—In the past 10 years bread prices have gone up twice as fast as other living costs, while the farmer's share of the bread dollar has dropped from 30% to 16%.

Under the circumstances, it is hardly surprising that the Senate anti-monopoly subcommittee perked up at testimony this week that advertising costs of the "big four" among the bakers are up 127.6% since 1950, and the ad costs of the leading independents up 64.7%.

This same anti-monopoly subcommittee under Sen. Estes Kefauver (D., Tenn.) stirred a fuss last fall with a report which suggested that ad costs add more to the price of autos than they save by fostering mass production. Now the committee wants to know whether advertising and other distribution costs are promoting the emergence of a more dominant "big four" in the baking industry, and adding to the price of bread.

▪ A spokesman for Quality Bakers of America, an association representing leading independents, George N. Graf, reported that tv has given nationally advertised brands a tremendous advantage over local brands. Before tv, he said, "independents generally could compete effectively. Now tv provides tremendous impact, and it is very costly for independents."

To meet this situation, 105 independents have joined in promoting the Sunbeam brand of the Quality Bakers of America. Nevertheless, the "big four" are getting effective advertising for an average of only 0.46¢ per loaf, while the independents are spending 0.72¢.

"It is usually said that competition and advertising reduce costs," commented one Senate committee staff member. "Would you say that in the case of bread, competition in advertising, packaging and the handling of sales has actually increased prices?" The answer from Mr. Graf: Yes.

As spokesman for the independents, Mr. Graf contended his people live in fear of an "advertising clobbering" from one of the "big four." Normally, he said, a bakery spends 3% to 4% of its sales for advertising. In 1957, however, Continental, the biggest of the "big four," spent $15,600,000, which was approximately 5%.

"If Continental spent 3% for advertising, it would use only $9,000,000," he observed. "That would still leave $6,500,000 to slug or clobber one or half a dozen markets at a time and for short intensive periods."

FCC Salutes Broadcasters

The Federal Communications Commission marked its 25th anniversary by issuing a greeting to all who have contributed to the development of broadcasting—which presumably includes the advertisers and the agencies which underwrite the cost.

The greeting described the contribution which radio and tv have made in bringing information, education, religion and entertainment into our homes and declared: "The commission salutes not only those who have made possible the phenomenal telecommunications accomplishments of the past quarter century, but also those who are working on still bigger things to come."

Fair Trade Called Subsidy

Acting anti-trust chief Robert Bicks came up with a new argument when he went before the Senate committee on interstate and foreign commerce this week to reiterate the administration's opposition to a federal fair trade law. "Fair trade," he said, "seems akin to a federal subsidy. The amount of the subsidy would be fixed by private manufacturers or processors, and the subsidy would be paid, almost like a sales tax, by the American consumer."

Under strong pressure from organized retail groups, the Senate committee is considering a bill making it a federal offense for retailers to sell below the fair trade price of a nationally advertised product. A similar bill already has cleared the House committee on interstate and foreign commerce, despite warning that at least four influential federal agencies will urge a veto in the event it passes.

Mr. Bicks repeated an argument he used last year when he testified on fair trade before the Senate small business committee: That fair trade plays into the hands of chains and mail order houses. "They put out products under their own private brands and undersell retailers handling nationally advertised brands," he contended.

Defense Ads Hit as 'Colored'

Rep. William G. Bray (R., Ind.), a member of the House armed services committee, complained about defense contractors who use high pressure publicity to generate public support for the weapon they are making. He told of an incident involving a tv show publicizing a new missile, which produced hundreds of letters demanding that the government step up production of the missile.

Actually, he said, this weapon was still in a developmental stage and has only been fired three times. "Even now," he added, "it is still too soon to know whether the bugs are out, and whether it ought to be stockpiled.

"We have many reliable manufacturers who are doing a magnificent job for national defense and not resorting to highly-colored advertising," he commented. "We also have manufacturers who, to justify their sales, while doing a great job for defense, are resorting to hysteria advertising to sell their products.

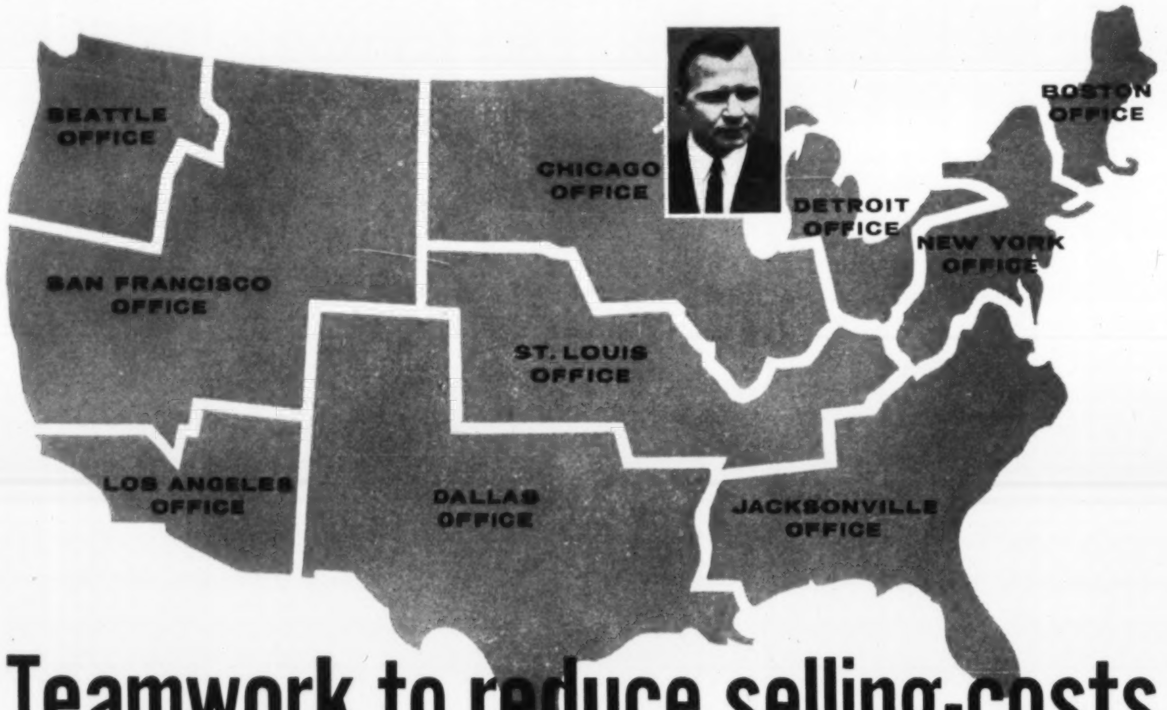
"As is often the case in salesmanship, the poorer the product being sold, the greater and more glowing the claims deemed necessary to sell the product." #

Drake Takes Leave from EWRR

George F. Drake, vp and creative director of Erwin Wasey, Ruthrauff & Ryan, Chicago, has been granted an indefinite leave of absence, effective July 1. Mr. Drake, who has been with the agency nine years, will continue to serve EWRR as a creative consultant. He requested the leave in order to devote more time to independent creative writing. The agency will name someone to handle Mr. Drake's duties next week.

McGraw-Hill Boosts Callaham

John R. Callaham, chief editor of *Chemical Engineering*, has been named vp and editorial director of the publications division of McGraw-Hill Publishing Co., New York. He succeeds Ralph Smith, who will retire Sept. 1.



Teamwork to reduce selling-costs

HARRY SMART, *vice president, has charge of Blair-TV's Chicago office, one of ten offices providing a fast efficient service to Advertising throughout the United States*

In their continual drive to reduce costs of distribution, the midwest's great food companies rely heavily on the power of Spot Television.

Their advertising decisions demand up-to-the-minute data on markets and stations – data instantly available through Blair-TV's Chicago office.

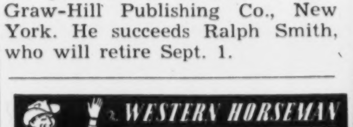
Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit.

From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 26 of America's greatest markets. Together they cover 56 percent of its population, virtually 60 percent of its effective buying power.

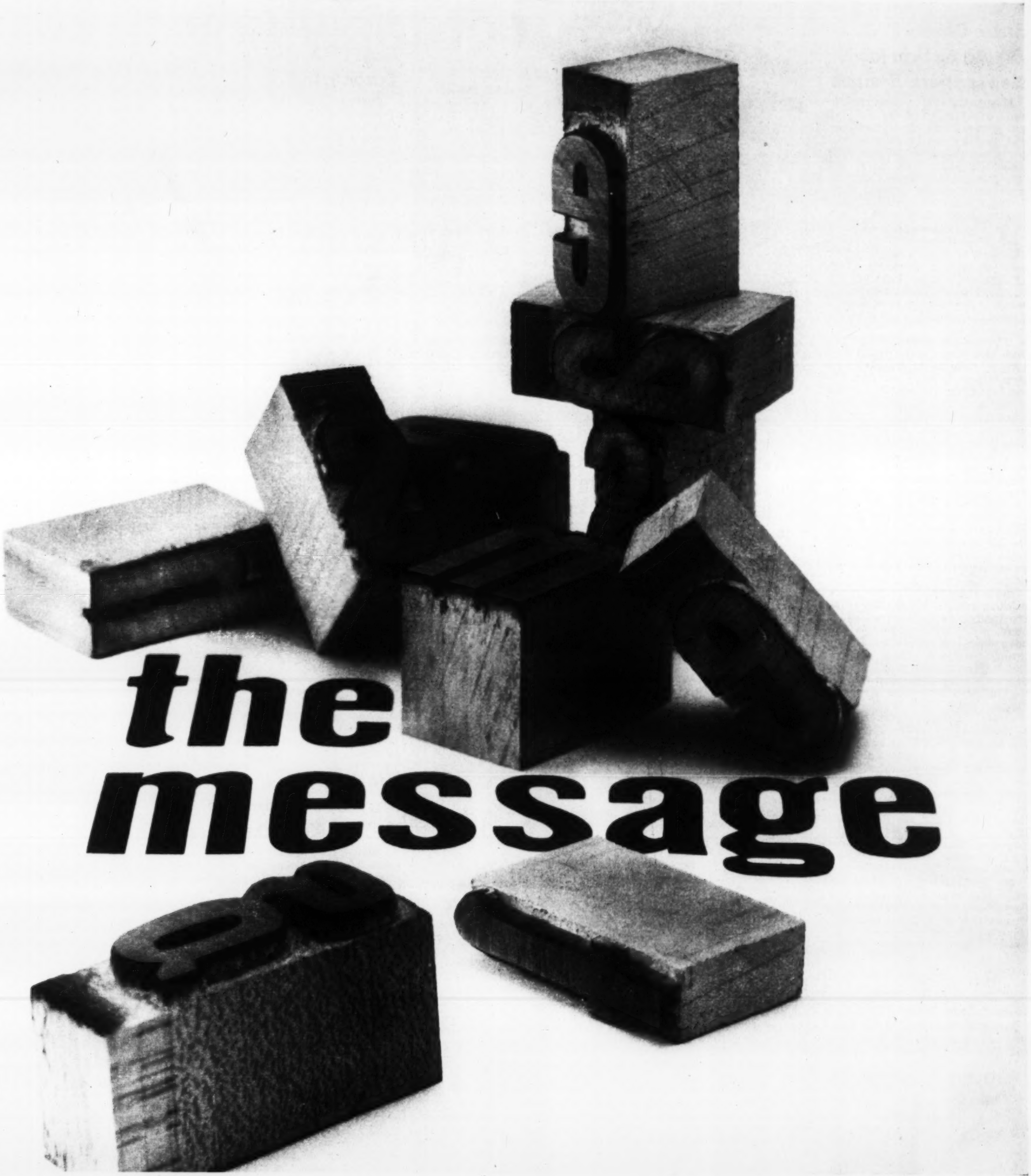
In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

W-TEN—Albany-Troy-Schenectady
WFBG-TV—Altoona
WJZ-TV—Baltimore
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WABC-TV—New York
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg



WESTERN HORSEMAN
THE WESTERN HORSEMAN
Readers Own 720,776
Head Horses,
7,600,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO



the message

Once, the word was not spread freely around. It was graven in stone, or etched in the mind. On the record it was fixed and immutable, but in moving across the land, the fidelity of the message hung by the thread of memory. Then man invented type that could move, and a press that could duplicate, and the message sprung from a thousand sources where once it had but one. Today, as the machinery of ideas keeps pace with thought, the problem is primarily one of preserving worth and meaning. In antiquity, the right message could, through accident, be distorted or blurred. Today, the wrong message with fidelity, ironically can be preserved. It is a challenge for all who spread a message, that depth of reason and soundness of thought match the scope of communication. To advertisers, the agency dedicated to this deeper dimension offers The Competitive Edge.

WARWICK & LEGLER, INC., ADVERTISING 375 PARK AVENUE, NEW YORK 22, NEW YORK

Strike Closes K. C. Dailies as San Jose Newspapers Resume

KANSAS CITY, MO., June 19—The same day that a 124-day strike at the *Mercury* and *News*, San Jose, Cal., ended yesterday, another major newspaper strike hit here when some 400 printers of the *Kansas City Star* and the *Kansas City Kansan* walked off the job last night.

The Kansas City strike leaves idle Missouri's three major dailies in its two largest cities. The *St. Louis Post-Dispatch* and *Globe-Democrat* have been shut down by some 40 striking stereotypers and 15 apprentices since June 10.

The *Kansas City Kansan*, a Stauffer newspaper, is printed in Kansas City, Kan.

■ The 124-day strike at the *San Jose Mercury* and *News*—"the longest strike in the history of the stereotypers union," according to Francis Carey, chairman of the strike committee—ended when stereotypers accepted an offer that included a wage settlement of $124.10 for a 35-hour week.

At the same time, a 47-day-old strike against the *Mercury* and *News* by the Newspaper Guild of San Jose also ended with a contract providing for wage increases.

The San Jose dailies will resume publication next Tuesday morning. During the 47-day ANG strike, guild members put out a strike newspaper called the *San Jose Reporter*.

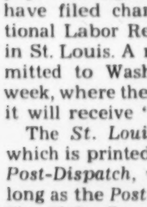
Neither the *Star* nor *Kansan* is printing editions today. The strike reportedly came over issues of hours and pay. Negotiations had been under way several weeks on a printers contract, which expired Oct. 1. The *Kansan's* printers could negotiate a separate contract, but they decided to go out with the *Star* printers.

■ Meanwhile in St. Louis, a meeting has been called for 1 p.m. today for further negotiations between *Post-Dispatch* management and the stereotypers. Both newspaper management and the union have filed charges with the National Labor Relations Board unit in St. Louis. A report may be submitted to Washington early next week, where the *Post-Dispatch* said it will receive "top priority."

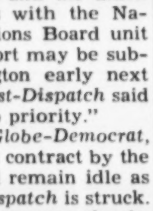
The *St. Louis Globe-Democrat*, which is printed on contract by the *Post-Dispatch*, will remain idle as long as the *Post-Dispatch* is struck. The *Globe-Democrat* resumed publication June 1 after a 99-day strike by the St. Louis Newspaper Guild. #

Y&R Names James Wilkerson, Edward Bond Senior VPs

Young & Rubicam, New York, has named James P. Wilkerson and Edward L. Bond Jr. senior vps. Mr. Wilkerson, formerly vp and account supervisor, becomes director of the international division. He will report to Harry Enders, exec vp, who formerly served as international division director.



James Wilkerson

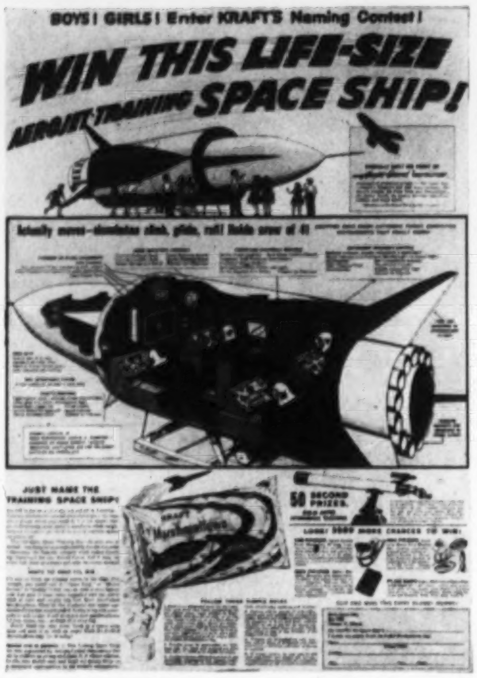


Edward L. Bond

Mr. Bond, with Y&R since 1946, will continue to direct the contact department.

'American Baby' Moves

American Baby Inc., New York publisher of *American Baby*, has moved to new quarters at 400 Madison Ave.


BOYS! GIRLS! Enter KRAFT'S Naming Contest!
WIN THIS LIFE-SIZE
AEROJET-TRAINING SPACE SHIP!
JUST NAME THE TRAINING SPACE SHIP!
50 SECOND PRIZES

BLAST OFF—*Kraft is touring the country with a life-size training space ship made by Aerojet-General Corp. After the run ends Aug. 19, Kraft will run ads in Metro, Puck and independent comics sections plus the Dell Comic Group and on tv offering the ship as the prize in a contest for kids to name its new Jet-Puffed marshmallows. Foote, Cone & Belding is the agency.*

TV Nets', Stations' Revenues Topped $1 Billion in '58: FCC

(Continued from Page 1)

to commission data. With expenses up 9.6%, net income before taxes was 7.4% better than 1957.

Meanwhile FCC reported revenues of seven radio networks and 3,178 stations managed to equal 1957 despite further losses in income from sale of network time. Radio's net before taxes slipped 30.9% to $38,100,000, the lowest since 1946.

■ Revenues of tv networks and stations reported by FCC included: $424,600,000 for network time sales, a 7.7% gain; $345,200,000 for national and regional spot sales, a 14.9% gain; $181,100,000 for local time sales, a 4.1% gain. The remaining $79,100,000 was for talent and other services, and was a 9.2% gain. Expenses added up to $858,100,000, an increase of 9.6%.

■ Total revenues of radio stations and networks from sale of time was $538,700,000, three-tenths of a per cent more than 1957, but expenses were up 4.4%. Local time, which is radio's biggest money raiser, brought in $320,200,000, up 1.1%; national and regional time totaled $172,000,000, up 1.5%. Network time dropped another 8.1% to $46,500,000.

With radio-tv stations receiving $1,550,000,000 for time, talent and services, final figures for 1958 will probably show advertisers spent well over $2 billion in broadcast media. In 1957, FCC reports show that in addition to expenditures with networks and stations, agency commissions added $204,000,000 to broadcast industry expenditure totals, and purchases from independent talent agencies and program producers another $248,000,000. #

'Institutions' to Use Split Run

Institutions Magazine, Chicago, will publish its July issue on a split-run basis. All magazines for mailing west of the Mississippi River will carry an insert for Crown Zellerbach Corp., San Francisco; all copies mailed east of the Mississippi will carry an insert for Precision Metal Products, Miami.

Dial Finance Names Doner

Dial Finance Co., Des Moines, has appointed the Chicago office of W. B. Doner & Co. to handle radio advertising for its local branches. Dial previously had no radio advertising.

FCC Confirms It Will Call Agencies in TV Program Probe

WASHINGTON, June 18—The Federal Communications Commission officially announced today that advertising agencies have been called to testify at the tv programming hearings, and that the next sessions are scheduled to begin in New York on July 7.

Last week several advertising agencies told ADVERTISING AGE they had been asked or instructed to appear at a hearing in New York. But FCC staff personnel said there was still a possibility the hearing would be held in Washington (AA, June 15).

The commission's announcement today did not indicate the number of days of hearings that are scheduled at this time, or the list of witnesses. It said only that "the sessions will take testimony and receive evidence from representatives of various advertising agencies and others."

■ "This investigatory proceeding," FCC said, "is concerned with the policies and practices pursued by the networks and others in the acquisition, ownership, production, distribution, selection, sale and licensing of tv programs, and the reasons and necessity in the public interest for said policies and practices."

Five specific issues listed by FCC include:

1. The extent to which networks or others control or seek to control tv programming.

2. The extent to which network ownership or control of programming is desirable in the public interest.

3. The extent to which networks exclude or seek to exclude programs in which they have no financial interest from access to the network tv market.

4. The extent to which networks demand a proprietary interest in independently produced programs as a condition precedent to exhibiting such programs on the network.

5. Participation of networks or persons owned or controlled by networks in the acquisition, ownership, production, distribution, selection, sale and licensing for tv syndication or non-network tv exhibition.

In New York last week, at least six top agencies told ADVERTISING AGE they were asked or ordered to appear. At least one agency, Young & Rubicam, agreed to appear only after it was subpoenaed. #

Telemeter to Start Pay TV System in Toronto in Fall

TORONTO, June 17—International Telemeter Co. will begin construction soon for the first Telemeter wired pay-television system here, with public demonstrations scheduled for fall.

Louis A. Novins, president of Telemeter, said in Los Angeles that the company will announce its first U.S. market "in the near future."

The Canadian operation will be handled by Trans Canada Telemeter, a division of Famous Players Canadian Corp. International Telemeter and Famous Players are both affiliated with Paramount Pictures Corp.

Telemeter units, already in production, will be installed in at least 5,000 Canadian homes during the fall and winter, with the eventual aim of full Canadian coverage, Famous Players said.

■ Mr. Novins said Telemeter will not take advantage of a recent Federal Communications Commission permission to allow over-the-air pay tv tests in major markets.

"We believe that, under prevailing conditions, the economics of a wire pay tv system offering three channels are much more favorable than a broadcast pay tv system on one channel—certainly during the initial growth stage," Mr. Novins said.

For example, he said, the cost of showing two movies on one night on one Los Angeles station would average $7,400. To duplicate the three Telemeter channels would triple that cost, and compared to that, wire costs are "virtually nothing."

Mr. Novins added that a wire tv system now has a lower economic break-even point than broadcast, but that when saturation makes broadcasting more popular, the Telemeter system can be converted easily. #

Western Family Inc. May Sell, Refinance Its Two Magazines

GLENDALE, CAL., June 18—An announcement is expected soon—possibly next week—on the future of Western Family Inc., publisher of *Western Family*, store-distributed magazine, and *Western Outlook*, a newsstand magazine which was launched last February.

Dana Tasker, publisher, told ADVERTISING AGE rumors that the company will fold are "premature," but said negotiations are under way for sale or refinancing of one or both magazines.

Mr. Tasker, who became publisher July 15, 1957, said *Western Family* has been walking a financial tightrope since 1954, when it suffered substantial loss of ad volume.

Despite this, *Western Family* has maintained a circulation of about 1,000,000 through 2,800 food markets in the West. In September of last year the magazine picked up in ad volume, a rise which continued through February. In March a decline started, which has persisted through the June issue. Future bookings indicate the decline will continue, Mr. Tasker said.

■ The publisher said advertiser acceptance of *Western Outlook* has been good, but circulation (about 50,000) has not met anticipated copy sales of about 75,000. #

Engel Joins Schneiderman

Robert L. Engel has joined Harry Schneiderman Inc., Chicago, as an account executive. Mr. Engel was formerly with Biddle Advertising Co., Chicago.

Cigaret Makers End Old Taboo, Test Premiums

NEW YORK, June 18—If you've been coveting the Newport ashtray, you may soon have a chance to own one for a buck and ten empty Newport wrappers.

P. Lorillard Co. expects to start a test operation in several northeastern markets within the next few weeks in which the spinnaker-shaped ashtray will be offered to viewers of the "Arthur Murray party" for a self-liquidating $1 plus the ten wrappers.

The ashtray has been used as a prop in Newport commercials seen on the show and some viewers have been writing in asking where they could get an ashtray.

This latest venture by Lorillard points up the company's activity in the premium field. For better than a year now, Lorillard has been giving away free cigaret lighters to carton purchasers of Kent or Newport cigarets. When Newport first came on the market, in the summer of 1957, Lorillard gave away caps to purchasers.

■ Among the other companies, R. J. Reynolds Tobacco Co., Winston-Salem, for the past year has been offering cigaret lighters to match its cigaret packs. The customer sends in ten packages of Camels, Winstons or Salems plus 50¢ to receive a lighter bedecked with the trademark of his favorite Reynolds brand.

The premiums are promoted by store displays only, and they are handled entirely by the company. The response has been "very good," and the promotion will probably be continued for several months, according to Howard Gray, Reynolds ad manager.

■ Periodically, Philip Morris has given away lighters and other premiums at industry conventions.

Among the significant aspects of this trend in the cigaret business is the feeling by industry observers that this type of giveaway or premium no longer tends to cheapen a brand's stature. Not too many years ago, no major company except Brown & Williamson would be caught with premiums showing. #

AA Names Gallagher, Kelne in Suit Against Gallagher Report

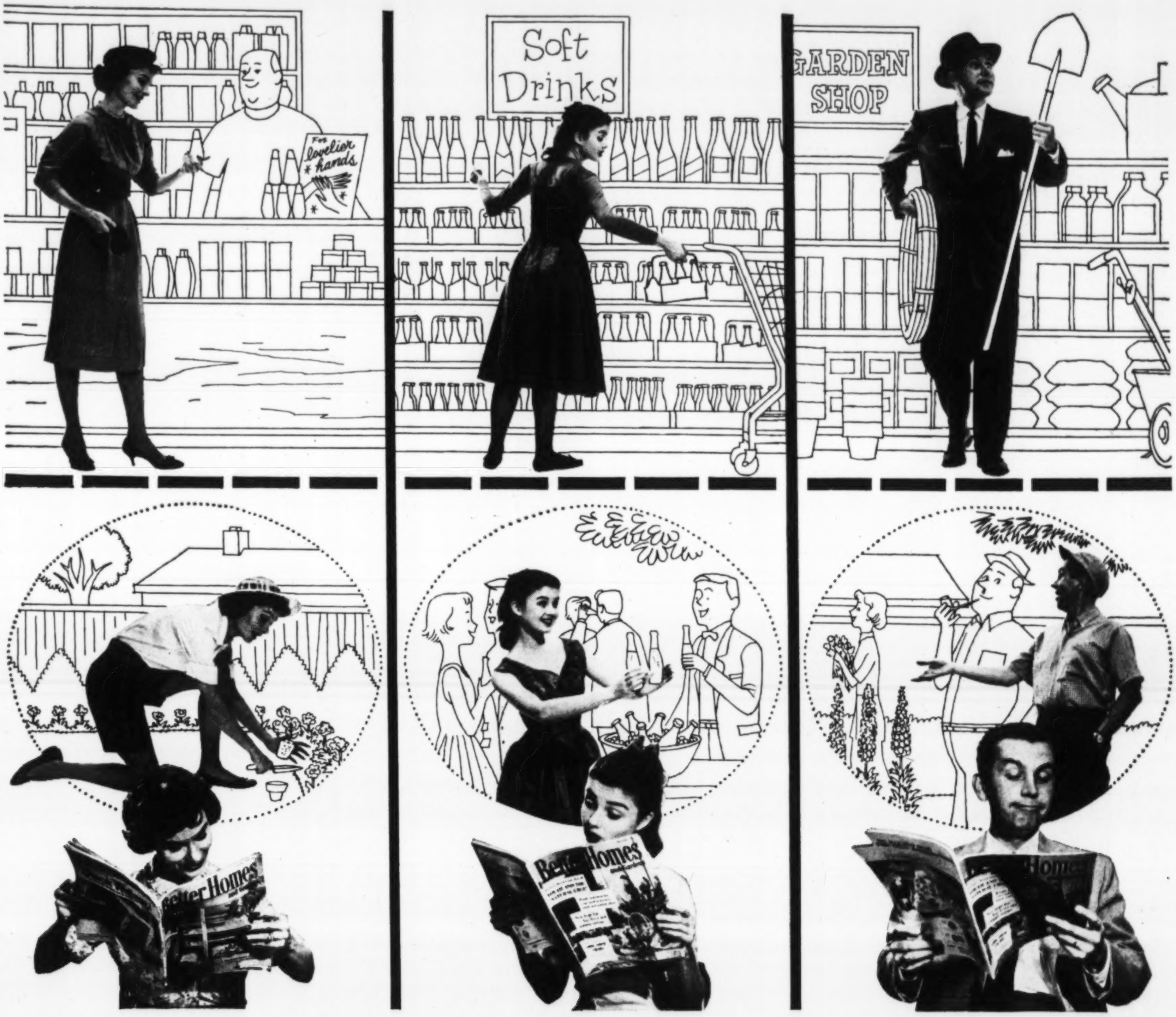
NEW YORK, June 18—The names of Bernard P. Gallagher and Nathan Kelne have been added to the action that Advertising Publications Inc. started to recover damages from The Gallagher Report Inc. (AA, April 6).

The action, started in April in the supreme court of New York County, originally sought $100,000 in damages and arose out of the publication of allegedly defamatory material in a January issue of "The Gallagher Report," a news letter devoted to the magazine publishing industry, in connection with Gallagher's comments on the handling of subscriptions acquired when Advertising Publications Inc. bought *Advertising Agency Magazine*.

Subsequently, the suit was amended to include other allegedly defamatory material published in a March issue of "The Gallagher Report" and the damages sought were increased to $200,000.

Both Mr. Gallagher, publisher of "The Gallagher Report," and Mr. Kelne, who reportedly writes some of the material published in "The Gallagher Report," have been served as individuals. #

If you want to make a sale...



...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

A good idea never has much trouble getting someone to try it. And BH&G is loaded with ideas for things to do or to make or to buy. The people who read Better Homes and Gardens (a monthly average of 15½ million men and women) really "live by the book." They discuss it, lend it, save it, clip it, act on it—and buy by it.

Whatever guides people to richer, happier family life concerns Better Homes and Gardens. From how to make a garden grow to what to do to make a teen-age party tick. And these families who dig in their gardens or entertain their friends are in the market for an endless variety of products. Hand lotions and sun glasses and home permanents as well as foods and beverages and garden equipment.

Product advertising is welcome and important in the climate Better Homes and Gardens creates. BH&G turns readers into spenders because nothing makes sales faster than ideas. *Meredith of Des Moines*

. . . America's biggest publisher
of ideas for today's living and
tomorrow's plans

During the year 1/3 of America reads

Better Homes
and Gardens

...the family **idea** magazine

TO HORSE, ADVERTISING HOMESTEADERS!

WIN ULCER GULCH

and give it your name!

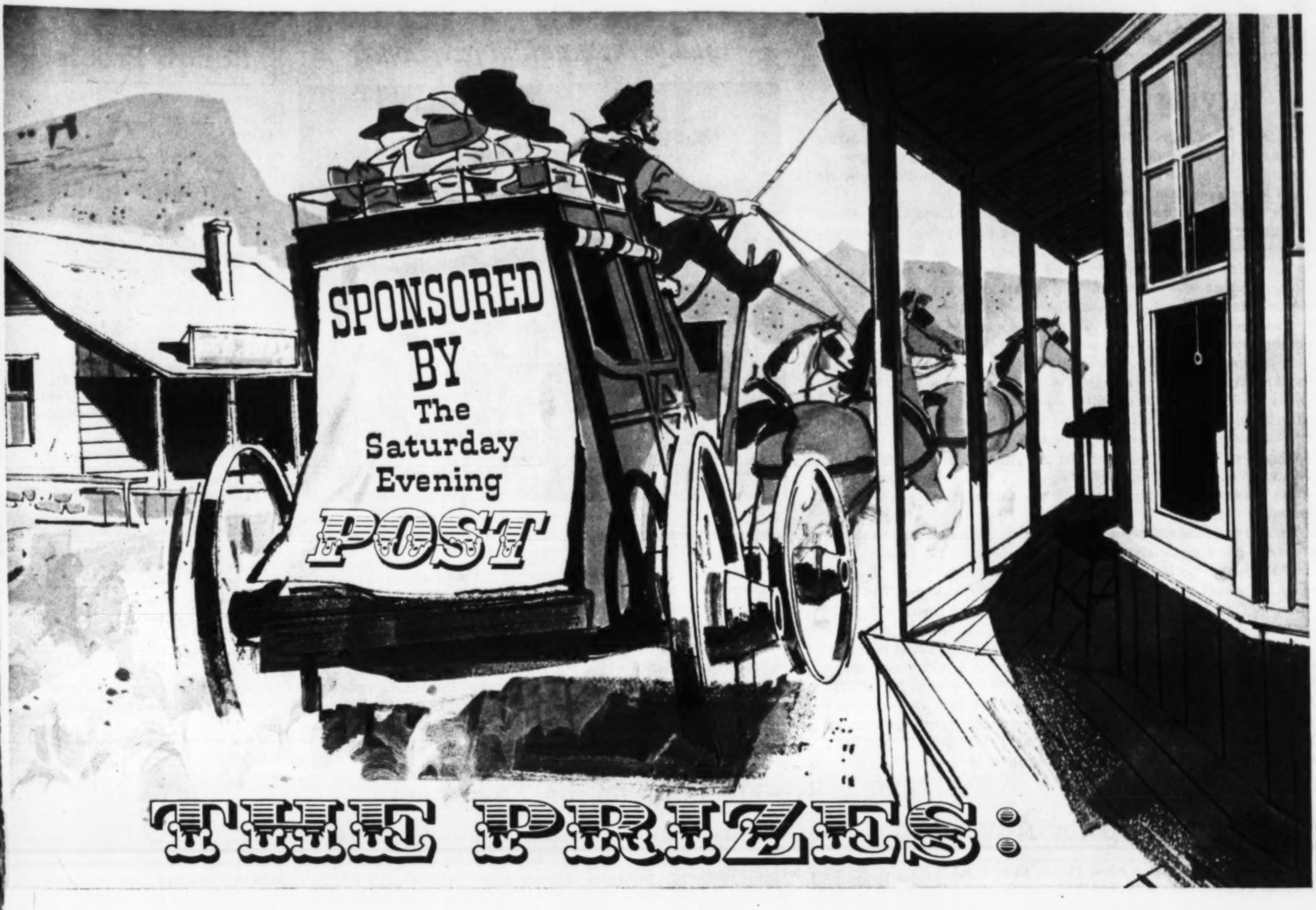
THE STORY THUS FAR

A couple of weeks ago, The Saturday Evening Post, in a burst of natural ebullience and well-being, inaugurated the *Saturday Evening Post "Ulcer Gulch" Contest*. The spectacular contest offers the opportunity to win the town of Ulcer Gulch, Arizona (plus other wondrous western prizes), by completing the jingle at right. Spurred on by the promise of such heady reward, entrants have already filled the Post corral with thousands of joyous jingles.

NOW READ ON

Deadline for entries in the Post "Ulcer Gulch" Contest, pardners, is July 18! Don't miss this singular opportunity to win the town of Ulcer Gulch – 75 miles northwest of Phoenix on the Santa Fe line – and give it your name! Ulcer Gulch comes complete with (in non-mint condition) an adobe and brick building where the saloon and general store used to be, the 11-room Ulcer Gulch Hotel, the old galvanized-iron Red House – and a close-up view of Rich Hill! Prospectors found shiny gold nuggets lying right on top of the ground on Rich Hill back in 1863, but only last year a modern expert stated: "Six years of placering on this mountain have convinced me that much wealth remains undiscovered. And Rich Hill has more than gold. The finest gem garnet I ever found came from here. And black sand from the top, speckled with translucent yellow grains, is radioactive."

Make Ulcer Gulch yours, all yours! Yours to settle in while you prospect for gold! Yours to turn into a vacation resort! Yours to rename for yourself and send post cards from. *Yours!* And don't forget the other splendiferous prizes. (See picture.) Enter the Saturday Evening Post "Ulcer Gulch" Contest *today!*


SPONSORED BY The Saturday Evening POST

THE PRIZES:

Shown above is the town of Ulcer Gulch, Arizona (about as far away from it all as you can get). First Prize in the Saturday Evening Post "Ulcer Gulch" Contest. Second Prize is the real live stagecoach (seen pulling away from the 11-room Ulcer Gulch Hotel). Be the first on your street to own one! And 100 "Big Think" Third Prizes – real western hats like the ones atop the stage!

CONTEST AIDS, IN WHICH WE WORK IN A SALES POINT OR TWO

- ☛ Post circulation is hitting new all-time highs — over 6,000,000.
- ☛ The Post has the youngest median age of any general weekly.
- ☛ The Post has the highest median income of any general weekly.
- ☛ The Post shines in the burgeoning suburbs where it puts the *highest* percentage of its metropolitan circulation.
- ☛ Post-Influentials are leaders on every income level.
- ☛ Post-Influentials repeat what they read in the Post to friends.
- ☛ 29 million times each issue, someone turns to *your* ad page in the Post. That's Ad Page Exposure (APX)!
- ☛ The Post gets the most exposure the first week out because it's the *fastest*-moving general weekly.
- ☛ The Post gets more *repeat* exposures than any other general weekly . . . gives you lots more opportunities to *sell*.

RULES OF THE GAME . . . OR ELSE!

1. Do not write on both sides of coupon at same time. But be sure to fill in your own original last line to the jingle . . . your name, address, firm and title or department.
2. You are eligible to enter if you're a resident of the United States or Canada and with an advertising agency, or in the advertising, marketing or sales department of any national advertiser. Contest subject to Federal, state, local and Ulcer Gulch regulations.
3. Employees of The Curtis Publishing Co., its subsidiaries, its advertising agencies and their families won't be shot for entering — but they won't win, either.
4. Send as many entries as you want. (Only one prize awarded to any entrant, though; give the others a chance!) All entries become the property of the Post, and may show up in our advertising someday. Especially if they show originality, sincerity and aptness of thought—the judges' criteria.
5. Entries must be *Post*-marked by midnight, July 18, 1959, and received by July 25, 1959. The judges — The Reuben H. Donnelley Corp. — won't have it any other way. Send your entry to POST "ULCER GULCH" CONTEST, BOX 42-A, MOUNT VERNON 10, NEW YORK.

JUST FINISH THIS JINGLE-JANGLE JINGLE!

Let Ad Page Exposure show *you*
What face-to-face contacts can do.
Just tell the essentials
To Post-Influentials

SAMPLE LAST LINES:

The magazine reading Who's Who!
What *they* buy, the others buy, too!
A fast-talking, fast-growing crew!
And watch all the orders come through!
29 million times, sir, per issue!

Name________________________________

Address________________________________

City________________ Zone____ State________

Firm Name________________________________

Title or Dept.________________________________

☛ **CLIP AND PONY-EXPRESS YOUR ENTRY TODAY!** ☚

Be sure to fill in last line of jingle on this coupon. Clip and mail to POST "ULCER GULCH" CONTEST, BOX 42-A, MT. VERNON 10, N. Y.

The Editorial Viewpoint . . .

Carving a Niche for the AFA

It looks as though, after a good number of years of wandering around in a reasonably dense fog, the Advertising Federation of America may be setting out to carve a special and sensible niche for itself in the advertising world.

For this over-all association of advertising clubs and organizations to take on the threefold task of concerning itself primarily with advertising education, legislation and public relations for advertising makes sense. These are jobs it should be better able to do than most, simply because it is an over-all tent for all kinds and degrees of advertising interests and people, and because its 131 member clubs give it grass roots "branch offices" all over the country, from the Eastern Seaboard to Denver and El Paso.

To do a decent job in the areas it has chosen to work in, however, the AFA must be able to present a united front, and for this two things are important: The individual associations and groups within advertising must refrain from public backbiting and internecine warfare (as has not always been the case heretofore); and some workable arrangement, extending beyond the present once-a-year cooperation on Advertising Week, must be worked out with the Advertising Assn. of the West, which is the almost exact counterpart of AFA in the 13 western states.

We are not altogether positive that to fulfill its functions in the areas of education, legislation and public relations, it is necessary for the AFA to take up its principal residence in Washington, as it plans to do. Perhaps it is the part of realism to acknowledge that Washington is the business, as well as the political, center of America. But we are not so sure.

At any rate, there can be little question that a great deal has been accomplished in resuscitating and revitalizing AFA in the past couple of years, and in pointing it in new and useful directions. Bob Feemster, of *Wall St. Journal*, who has just retired as AFA chairman, has passed a different organization on to the new chairman, Jim Fish, of General Mills, than the one he took over two years ago. It has possibilities for great service to the advertising field, in areas where great service is needed.

Cleaning Up for Advertising

We've been looking at a book, "Clean City, U.S.A."

"Clean City, U.S.A." is "a record of the activities of Young & Rubicam as volunteer advertising agency for the Citizens Committee to Help Keep New York Clean, Inc." It highlights what happened between May, 1955, and July, 1959, when advertising worked—as a public servant—to reduce litter and dirt in the largest city in the U.S., and worked so hard and so well, and with such excellent results, that the New York pattern has been followed in cities all over the world.

While it would not do to call this clean-city advertising campaign and the contribution of Young & Rubicam "commonplace," still in one sense it mirrors a fairly commonplace type of activity by advertising interests in many places.

Advertising organizations and individual advertising men are constantly contributing their talents, and often their money, to public service projects of all kinds. They should get more public credit for the work they do, but even if relatively few people learn of their activities in public service, they are still doing a fine job of raising the public regard for advertising and advertising people.

All of us owe a debt to the society in which we live. Advertising people and advertising organizations have particular skills which are especially useful in civic, educational and charitable activities of many kinds. They should give freely of their time and efforts to these causes —and, we are proud to say, they do.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Richard Irwin, Irving J. Rosenbloom & Associates, Chicago.

"I dreamed I supported the Community Chest in my Maidenform bra."

Sense on the Tax Front

Sidney Diamond, conductor of AA's "What's Doing on the Legal Front" column, last week made a point we've been trying to get across for some time.

Taxes on advertising are not necessarily unconstitutional, he pointed out, despite the declaration of unconstitutionality of the Baltimore advertising tax.

Advertising, he says, is just as much subject to tax as anything else, and there is not any constitutional guarantee against such taxes. Only when the taxes are clearly discriminatory or unfair in some way are they subject to constitutional limitations.

This means that no one should falsely assume that attempts to place taxes on advertising need not be taken too seriously, because the courts will eventually throw them out. As Mr. Diamond says in connection with the Baltimore situation: "There is no guarantee that the next incident—if there should be one—will end the same way."

# \# \#

What They're Saying . . .

As We See It

Television's self-censorship is undergoing its severest test. Several stations have lost the privilege of displaying the Seal of Approval of the National Assn. of Broadcasters' TV Code. Reason: alleged infractions of the Television Code.

The number and identity of the stations have not been revealed.

The alleged code infractions by the stations had to do chiefly with the advertising of a patent medicine that has no difficulty in placing ads in newspapers and magazines. The stations, when first warned by the Code Review Board that their Seals of Approval might be revoked, argued that the spot announcements were not offensive. The Code Review Board thereupon revoked the Seals.

The Board may or may not have acted wisely in the case. More important than that, though, is the question of how effective the revocations of the seal can be when the public has little opportunity to know whether a station does or does not subscribe to the provisions of the tv code in the first place. Of the 511 commercial stations on the air in the United States, only 304 agreed to obey the code. The others preferred to set their own standards.

But even the stations that do subscribe to the code flash the seal of approval on the air too early or too late for most viewers to see it. We know of no station that incorporates the seal in its station identification slide where it belongs.

Revoking the seal of a few stations, then, and without publicity, can hardly be an effective way of enforcing the code. Perhaps before taking punitive action the Code Review Board should devote itself to making the seal of approval mean something to the stations and the public.

—Editorial in "TV Guide," June 13, 1959.

Rough Proofs

Joe Friday "works only for you, in your market," starting this fall on "Badge 714."

If you missed "Dragnet" first time around, here's your chance.

•

Those American Airlines jets move so fast that like the famous express train passing a local station, it takes one man to say, "Here she comes," and another to add, "There she goes!"

•

"You can't make love by long distance," remarks Station WJR.

But according to the gossip columnists, it's being done all the time.

•

Want to know the difference between business and pleasure? Note this from the *New York Times Magazine* on C.P.A. tax service.

"An advertising executive asks if he can deduct the cost of perfume, given to a client's wife. I advise him 'Yes' if he gives it to her in the bottle, but 'No' if he helps her dab it on."

•

"Our assignment was, and is, the Universe," says *Scientific American*.

Wonder how that affects editors' expense accounts.

•

Connie B. Gay, who says his Station WGAY will concentrate on serving government workers in the nation's capital, didn't need to have taxpayers tell him their number is big and getting bigger right along.

•

Leo Burnett says the toughest creative job is to make "every commercial look as if it had just stepped out of the bath."

But after the commercial has been exposed 67 times, it's ready for another bath.

•

"Carol," who writes a column of sprightly store news and gossip for a Los Angeles emporium, gets the jump on reader interest by calling it "Counter-Spy."

•

"Of course I use lipstick (I have for two years)," a 13½-year-old reader of *American Girl* is quoted as saying.

These days the glamor girls start their careers early.

•

"In the happy arithmetic of wedlock," says *Good Housekeeping*, "man plus wife often equals child."

Speaking conservatively, that is.

•

Jewell Chemical Corp. describes Terra-Gro as "the thinking man's fertilizer."

Must be farmers have been confused by all of those conflicting fertilizer claims.

•

Now that the other seven teams in the American League have had their fun, Casey Stengel and the New York Yankees have decided to show them who's boss.

COPY CUB.

Now 86% of

The Washington Post's

City and Retail Trade Zone circulation

is home delivered.

This is more home delivered circulation

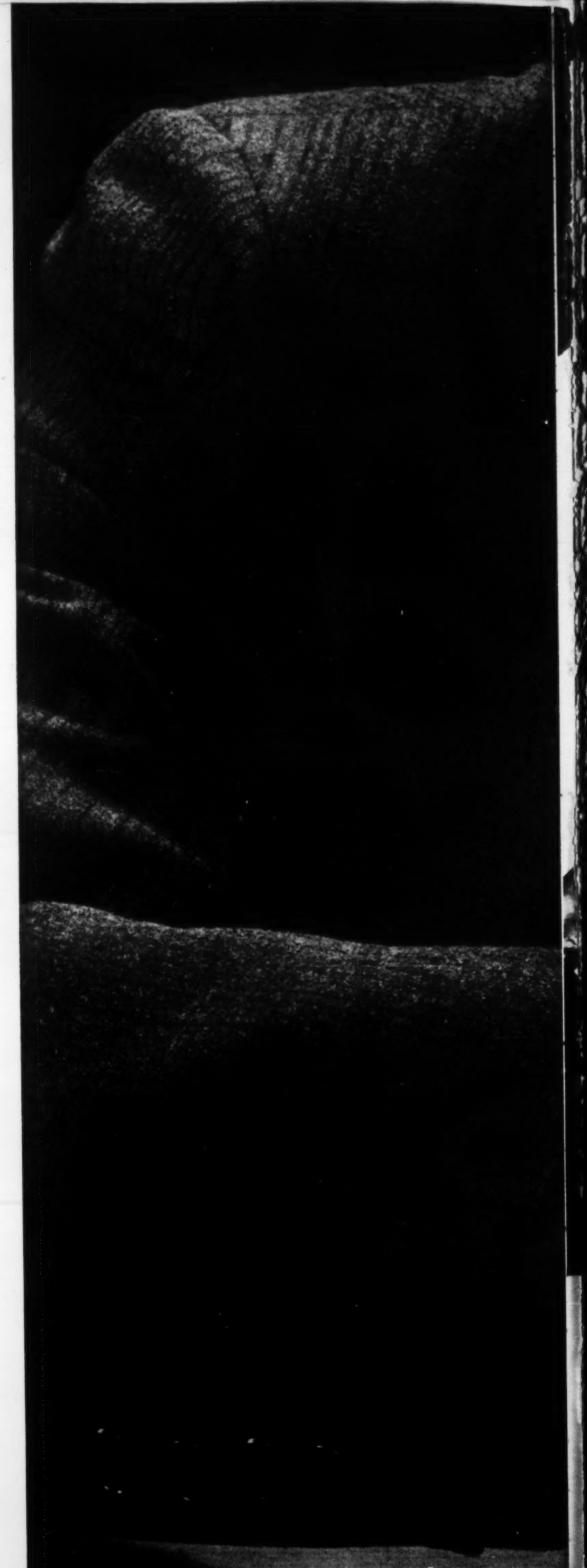
in the City and Retail Trade Zone alone

than any other Washington newspaper

has total circulation everywhere.

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphiu, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.



"...so after I discovered he was afraid of making a mistake, I used a different pitch . . . and nailed down the order!"

This salesman is prospering. So is his company. Both uncovered an exciting fact, long suspected and now proved: there is no such thing as a cold, rational, *industrial* buyer who buys solely on *merit*. He's a *human being* who buys on *emotions* as well as reason! STEEL's new depth study of *why* metalworking managers buy reveals an amazing variety of emotional factors underlying industrial purchases. Imagine how these data can open new, rewarding avenues for more effective advertising and selling! To the best of our knowledge, this is the first study of its kind in industry. It is another example of STEEL's leadership in serving metalworking marketers. For complete details on how you can *apply* these findings to improve sales and advertising direction, drop us a line . . . or get in touch with your STEEL representative. **STEEL Magazine, Cleveland 13, Ohio.**

ANSWER AMERICA
ANSWERS YOUR TELEPHONE
24 HOURS EVERY DAY
Offices everywhere — Act as branch offices —Receive Mail—Accept phone orders — For information look for ANSWER AMERICA in the WHITE SECTION of your telephone directory or call information or write
ANSWER AMERICA, INC.
[illegible] East Washington Street, Chicago [illegible]

Appliance Men Err in Cutting Ads to Build Plant, Says Chapman

CINCINNATI, June 16—The appliance industry is taking a chance in "unrealistic expansion" of production facilities at the expense of other phases of the business, particularly research and advertising, said B. A. Chapman, exec vp and general manager of the Kelvinator division of American Motors.

Talking to the 27th annual convention of the Institute of Appliance Manufacturers, he said: "The industry in general has compensated for the discrepancy between virtually stable prices and rising costs by reducing service organizations, squeezing money out of long-term research for product improvement, and reducing advertising expenditures, when declining sales needed advertising support most."

He recommended increasing national advertising budgets as business improves, and development of more informative, convincing advertising.

"Bewildering claims and phony price comparisons, particularly in local advertising, have served only to confuse and discourage the potential customer," he said. #

Whether it's
PRINTED
BROADCAST
TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

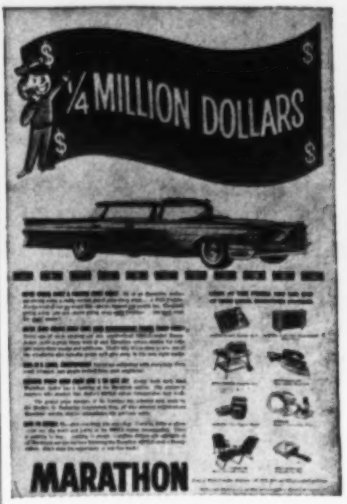
EMPLOYERS
REINSURANCE
CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, [illegible]

Dr. Burbank Joins McGraw-Hill

Dr. Bernerd H. Burbank, formerly assistant clinical director of Socony-Mobil Oil Co., New York, has joined McGraw-Hill Publishing Co., New York, as medical director.

Williams Named Senior VP

Robert Williams has been promoted from vp in charge of field operations to senior vp of corporate planning and development of Audits & Surveys Co., New York.


$
¼ MILLION DOLLARS
MARATHON

MARATHON CONTEST—*Ohio Oil Co., Findlay, O., is promoting its new "sweepstakes" contest with ads like this in newspapers in Ohio, Michigan, Wisconsin, Indiana, Kentucky and Illinois. Radio spots and outdoor also will be used. N.W. Ayer & Son, Philadelphia, is the agency.*

FTC Charge of Ad Ban for Competitors Demolished: ACP

WASHINGTON, June 16—Associated Construction Publications, Detroit, and its 15 member publishers, contended last week that witnesses have demolished the basis for a Federal Trade Commission complaint that non-member publications in the construction field are barred from obtaining ads in competition with ACP members.

In an argument before Federal Trade Commission Hearing Examiner John B. Poindexter, Marshall Massey, attorney for ACP, said testimony by non-ACP members who appeared at hearings on the charges show that there is no basis for FTC's charge that firms seeking nationwide coverage of the building industry were unable to use non-ACP publications.

■ Mr. Massey also said evidence shows there frequently is considerable overlap in the circulation of ACP members, and that there is no basis for FTC's charge that the association limits membership to one publication in each region.

His arguments were advanced in support of ACP's motion to dismiss the restraint of trade complaint which FTC issued against the association late last year. #

Huhn Joins Albert Frank

Tevis Huhn, formerly a vp of Bryan Houston Inc., and before that a vp of Warwick & Legler, has joined Albert Frank-Guenther Law, New York, as a vp and will concentrate on business development.

Elliot Wager Joins Broyles

Elliot W. Wager has joined Galen E. Broyles Co., Denver, as a copywriter and assistant account executive. Mr. Wager was formerly an account man with Walter Kranz Advertising.

Ciba Names Hazard

Ciba Pharmaceutical Products, New York, has appointed Hazard Advertising Co., New York, to handle advertising and public relations for Ciba's new feed additives division.

Railroad PR Assn. Elects Shea

James G. Shea, general public relations manager of Southern Pacific Railroad at San Francisco, has been elected president of the Railroad Public Relations Assn.

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	204,022	.62
Sunday Journal	185,473	.60
Sunday and Morning	243,234	.70
Sunday and Evening	331,734	.98
Sunday, Morning, Evening	389,495	$1.04

(ABC circulation, March 31, 1958)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

EX-13

$ $ $ $ $ $ $ $ $
. . . a shot in the arm for sales!
Laura Scudder's
BLUE BIRD
CHIPS for DIPS
Hacienda
Frozen Foods
BEEF ENCHILADA DINNER
Four Roses
ANTIQUE
KENTUCKY STRAIGHT BOURBON WHISKEY
4/5 QUART
Borden's
Sweet Milk
BISCUITS

Duplex
Glassine Bag

Lithographed
Carton

Rotogravure Printed
Foil Canister Label

Rotogravure Printed
Cellophane-Foil
Lamination †

There comes a time in the life of every product when it needs a "shot in the arm" to spur sales, to win new friends, to re-interest fickle customers, to broaden sales horizons.

Packaging alone often succeeds in doing the whole job — especially when it's creative packaging that creates sales . . . the kind of packaging Milprint has been producing for over half a century.

Call your Milprint man — *first!*

This insert lithographed by Milprint, Inc.

Printed Rolls, Foil, Cellophane, Glassine, Polyethylene, Saran, Acetate, "Mylar"®, Pliofilm, Vitafilm, Laminations, Extrusions, Folding Cartons, Bags, Lithographed Displays

Milprint* MAKES PACKAGING THAT MAKES SALES

General Offices, Milwaukee, Wisconsin • Sales Offices in Principal Cities

*Reg. U.S. Pat. Off.

†Design created by Seymour D. [illegible],
Director of Packaging, Four Roses
Distillers Co.
Execution by Irving Werbin Associates

In 3 years, Readers of the
New York Journal-American
in Homes Owning
Cars Bought New
INCREASED 20%

From New York Daily News "Profile of the Millions" 1955 & 1958

Marie Brizard Boosts Ad Budget

Schenley Import Co. will increase advertising expenditures on its line of Marie Brizard cordials by 16% for the second half of 1959. Four-color and two-color ads have been scheduled to appear with greater frequency in *Cue, Esquire, Gourmet, Holiday, The New Yorker, Social Spectator* and *Town & Country*. Theme of the campaign is "The genuine French touch." Doner & Peck, New York, is the agency.

Charms Names Needham

Charms Co., candy manufacturer, has appointed Needham & Grohmann, New York, to handle its advertising. Future plans call for a market by market introduction of a new Charms package, with a concentrated advertising and merchandising program. The account was formerly with Grant & Wadsworth, which has gone out of business (AA, April 20).

SUPER
wallsheen
BREINIG BROTHERS
vinyl
plastic
paint

DOLLED UP—*Breinig Bros., Hoboken, paint manufacturer, bows to the women's influence in its new label, the first major revision in its 80-year history.*

Motivation in TV Spots Hikes Use of Music

Drug Commercials Put Least Stress on Music, Plandome Finds

New York, June 16—Plandome Productions has put together an analysis of the use of music in tv commercials during the first quarter of 1959.

The company, which produces music for radio and tv sales messages, concentrated its study on the 25 leading network tv spenders and the 10 top-spending product categories in spot tv. After looking over the first quarter picture, Plandome concluded that:

- "The use of music is heaviest where copy is motivational, rather than strictly informational."
- "The price of a product does not influence the use of music. Automobiles are among the heaviest users of music. Coincidentally, the copy approach is usually motivational.

"At the same time, food products and cosmetics and toiletry products are among the heaviest users of music."

- "Drug products use music least."
- "Impulse purchase items, such as cigarets, are evenly split, depending upon the copy and campaign theme."

Plandome plans to release a continuing series of studies on the sales impact of music in commercials, covering such subjects as (1) the "degree to which music alone carries copy theme, (2) memory value of music in commercials, (3) effectiveness of musical trademarks and (4) the psychology of music." #

WMCA Promotes Two

Rita L. Garner, previously sales development manager of WMCA, New York, has been named to the new post of public relations director. Mona Millen, formerly on the radio station's sales staff, will succeed Miss Garner.

Hunt Joins Sound Masters

Charles R. Hunt, formerly sales manager of Fordel Films, has been named sales manager of Sound Masters, New York, tv film producer. Mr. Hunt will also serve as comptroller of Sound Masters and its affiliate, National Educational Films.

WHO-TV
NOW SHO

TOPS
IN "BOX OFFICE"!

WHO-TV's spectacular library of film packages*—loaded with award-winning movies — *means "box office"* for YOU, in Central Iowa!

Three times each weekday, thousands of viewers — *men, women and children* — watch film features on WHO-TV. WHO-TV programs these films in choice, low-cost time periods, and their ratings (Monday-Friday) are tremendously higher than those of competition, according to ARB for March 16-April 12, 1959:

FAMILY THEATRE (Noon-2 p.m.)....................44.3%
EARLY SHOW—Cartoons (4:30 p.m.-5:05 p.m.).....36.1%
EARLY SHOW—Feature (5:05 p.m.-6 p.m.)........29.9%
LATE SHOW (10:30 p.m.-Sign-Off)..................25.8%

PGW can give you all the details on WHO-TV and what "box office" in Central Iowa means to you. Ask your Colonel!

• • • • • • • • • • • • • • • • •

**WARNER BROTHERS "Feature" and "Vanguard," MGM Groups 1 and 3, NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50," SCREEN GEMS "Sweet 65," HOLLYWOOD TELEVISION SERVICE "Constellation," M and A ALEXANDER "Imperial Prestige," ABC's "Galaxy 20" and others.*

• • • • • • • • • • • • • • • • •

ARB SURVEY
METROPOLITAN DES MOINES AREA
(March 16-April 12, 1959)

FIRST PLACE QUARTER HOURS	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	**233**	**227**	**50.0%**	**48.7%**
Station K	186	197	40.0%	42.3%
Station W	27	42	6.0%	9.0%
Ties	20	0	4.0%	0

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC-TV, Davenport

WHO-TV
Channel 13 • Des Moines
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc.,
National Representatives

NBC
Affiliate

Vie Boldly with Rivals Abroad, Marketers Told

CHICAGO, June 16—American manufacturers were urged by a Commerce Department official here last week to stop being timid about tangling with foreign competition and to look earnestly at the whole world as a market—for their own benefit as well as for the nation's economic security.

Bradley Fisk, deputy assistant secretary of commerce for international affairs, told the Export Managers Club of Chicago that the "cries of alarm and a certain wringing of hands by American business men because of increasing foreign competition are not compatible with the character of American business. Our great companies have never backed away from competition with other American firms," he noted.

▪ He described as "ridiculous" the idea of limiting marketing plans to the American market of 170,000,000 consumers when there are another 180,000,000 prospective consumers in the European Common Market alone.

Not only competition with foreign manufacturers but investments in foreign countries, Mr. Fisk said, are much needed by the U.S. to help bolster the American position in the world's economic arena.

"Contrary to what seems to be a general impression among American business men," he said, "investment abroad is not a luxury available only to the richest and most powerful. Hundreds, probably thousands, of medium and small businesses can enjoy the benefits and profits of such investment," he said.

▪ But Mr. Fisk warned that it is no longer possible to sell products abroad just because they are American and have a reputation for being well made. Many U.S. products now require redesigning to suit the country for which they are intended, he emphasized.

About the economic challenge that the Soviet bloc is posing to the free world, Mr. Fisk noted that there have been charges recently that the Department of Commerce has unduly magnified the importance of the Soviet economic warfare—that the Soviet bloc's market penetrations only seem great because there are many scattered small penetrations.

In a partial counter to this, Mr. Fisk pointed to Latin America, an area he described as consistently one of America's best customers. Two-way trade with Soviet bloc countries is rising sharply, he said, in Argentina, Brazil, Chile, Colombia, Cuba, Uruguay and Venezuela.

▪ "In some of these countries, such as Argentina," Mr. Fisk noted, "imports from Russia have become of great absolute significance. The Soviet has shipped in petroleum, wood pulp, iron ingots and steel sheets, machinery and chemical products. Coal has been imported from Poland and mechanical equipment has come in from Hungary and Czechoslovakia. Much of this has been on a barter basis," he said.

Probably the deepest Soviet marketing penetration of all, he said, is in Uruguay. Soviet purchases took up 27% of Uruguay's wool production in 1957-1958, 33% in 1958-59—and the figure, he noted, is now 40%. #

MGM-TV Opens N. Y. Studio

MGM-TV will expand its production facilities for commercial and industrial films by opening a studio in New York about July 1. The New York studio at 550 Fifth Ave. will facilitate contacts with eastern advertising agencies and clients and will augment the company's present studio space at Culver City, Cal. Bill Gibbs, director of the company's industrial and commercial film division, who recently moved from the West Coast to MGM's home office in New York, is helping set up the new studio. Elmer Wilschke is head of commercials production on the West Coast.

'Variety Store' Expands

Edward J. Bodnar, after a two-year special assignment in the publisher's office of *Variety Store Merchandiser*, New York, has been named western advertising manager in the company's Chicago office. James F. Day has been named a senior advertising representative, and George R. Coleman has joined the Chicago advertising sales staff.

THIS IS THE JINGLE MILL RECORD

$58 PER JINGLE

Price applies to the United States Only

COMPLETELY CUSTOM MADE

WE HAVE SERVICED OVER 700 RADIO STATIONS
98% OF STATIONS HAVE REORDERED
OVER 10,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks—no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

It all depends on your hole card...

With a possible straight staring you in the face—what would you give for an ace in the hole? (Even Maverick couldn't bluff this one.)

The competition in the building industry has never been tougher, and the stakes have never been higher. You need those "up" cards, of course—architect, engineer and contractor—but you also need that buried Ace—the Client.

All buildings start with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the *only* magazine that has clients. In fact, FORUM is the *only* magazine whose growth keeps pace with the building industry itself.

With the biggest circulation in the field—60,000—FORUM *alone* is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

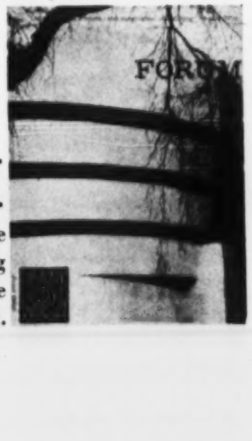
**Of FORUM's 21,000 client subscribers—
89% are concerned with building matters within their companies, and these companies will spend *at least* $6.4 billion on new building and major remodeling within the next two years.***

It's all aces in FORUM because:

FORUM

delivers the entire specifying and buying power of the building market.

*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. Architectural FORUM, 9 Rockefeller Plaza, New York 20, New York.



Bert Lahr Sues Lestoil for Alleged Damages from TV Ad

NEW YORK, June 16—Bert Lahr, the actor, wants $500,000 damages from Lestoil Inc. and Robert Lawrence Productions Inc. on the grounds that a Lestoil television commercial allegedly tried to trade on his "unique" style of delivery without his knowledge or permission.

Mr. Lahr, in an action filed in New York state supreme court, charges that his "vocal comic delivery and comic sounds" were imitated—and poorly, at that—in an animated cartoon film made for Lestoil by Lawrence.

The suit identifies the film as one featuring the figure of a duck. It is the voice-over for the duck that Mr. Lahr objects to.

■ According to the complaint, the film has been used on tv stations throughout the country since December, 1958, despite objections by Mr. Lahr.

The actor charges the imitation of his voice and delivery was of such inferior quality that "the public and the entertainment industry were deceived into believing that plaintiff's talents had deteriorated." Result: ". . . plaintiff has sustained serious and irreparable damage and will continue to do so, as a result of the defendants' acts . ."

■ The defendants have entered formal denials to the complaint, claiming that no imitation was intended and no damage was suffered by Mr. Lahr.

A British court recently denied an injunction to Actor Alastair Sim in a similar case (AA, March 2). Mr. Sim charged that his "unique" voice and manner were imitated in a Heinz baked beans commercial. He asked for an immediate injunction. This was denied, although British courts have still not ruled on the substantative issue. #

J&J Introduces Big Band-Aid

Johnson & Johnson is introducing a Band-Aid measuring 2"x5". Called Band-Aid plastic strips extra large, the retail price is 69¢ for a tin of nine. Consumer advertising will be through network television, magazines and point of sale. Media include "Cheyenne" and "Sugarfoot" over ABC-TV, and *Life*, *Look*, *Progressive Farmer* and *The Saturday Evening Post*. Young & Rubicam, New York, is the agency.

Circulation Men Elect Williams

Milton L. Williams, director of circulation, Fairchild Publications, has been elected president of the National Circulation Round Table of the Associated Business Publications. George S. McBride, circulation director of *Editor & Publisher*, is vp of the group.

memo:

Hand-Picked Coverage

EVERY hotel in the
U. S. with over 100 rooms.
EVERY motor hotel —
The *TOP* 64.5% of hotels
from 50 to 99 rooms —
Covered at the buying and
specifying level
by

THE
HOTEL MONTHLY

105 W. Adams St.
Chicago 3, Ill.

a Clissold Businesspaper

Meredith Publishing Offers New BH&G Meat Cook Book

Meredith Publishing Co., Des Moines, has put on sale its new "Better Homes & Gardens Meat Cook Book." Priced at $2.95, the 160-page book includes more than 470 recipes, main-course ideas, tips on buying, storing, preparing and serving meats. Promotion for the book includes a full-page ad in the June issue of *Better Homes & Gardens*, trade advertising, and radio and television advertising. A complete summer-long promotion, built around the book, has been planned for book dealers and food stores.

Impasto Joins Industrial Press

Peter B. Impasto, formerly with *Snips*, Chicago sheet metal publication, has joined the Industrial Press as an advertising representative for *Air Conditioning, Heating & Ventilating*, and *Heating, Plumbing & Air Conditioning News*. He will cover Indiana, Kentucky, Missouri, Southern Illinois and part of Chicago. George G. Turner will continue to represent those publications in the remainder of Chicago, plus western Michigan, northern Illinois, Wisconsin, Minnesota and Iowa.

Warren Joins Richards, C&H

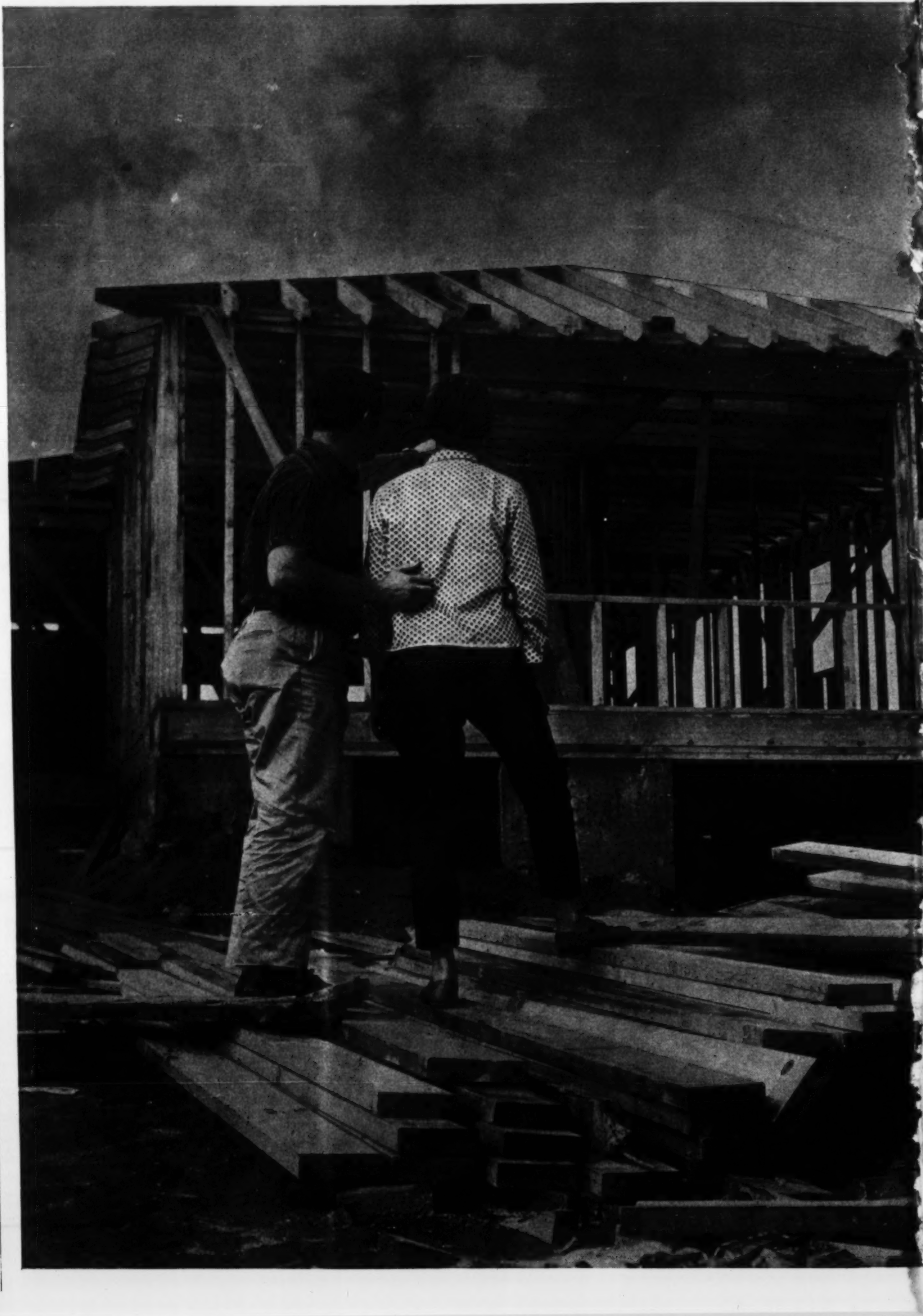
Norman Warren, formerly vp of Lear Inc., has joined Fletcher Richards, Calkins & Holden as vp and creative director of the agency's Los Angeles office.

Albright Joins Robert Kane

Lee Albright, formerly an account executive at Batten, Barton, Durstine & Osborn, has joined Robert B. Kane Advertising, New York, as account supervisor for the agency's fabric accounts.

Tool & Armstrong Adds One

The Colorado Research Corp., Broomfield, Colo., has appointed Tool & Armstrong Advertising, Broomfield, to handle its advertising.



Harris & Co. Names Naya VP

Charles F. Naya has been appointed vp and account executive of Harris & Co. Advertising, Miami. Mr. Naya, with the Puerto Rico department of tourism for the past four years, has been southern regional manager of the island's tourism division for the past year.

Griswold-Eshleman to Move

Griswold-Eshleman Co., Cleveland, as part of an expansion program, will lease the 12th floor of the new Public Square office building. The agency plans to move to its new quarters in the fall.

Two Join 'House Beautiful'

House Beautiful, New York, has named Robert C. Myles Jr., formerly with Aluminum Foils Inc., to its New York sales staff, and Robert E. Levine, previously with *Organic Gardening*, to its advertising promotion staff.

$471,298,000 Spent for Drug, Toiletries Ads in '58: Survey

NEW YORK, June 16—A total of $471,298,000 was spent last year by drug and toiletries manufacturers to advertise in major media, according to the annual "brand-by-brand" compilation of *Drug Trade News*, published in the June 15 issue.

The total is a shade under (0.8%) the expenditures reported for 1957. Included in the analysis are all brands of beauty aids, toiletries and drug products which were backed by more than $20,000 in advertising and promoted in two or more markets, the publication reports. More than 30 product categories are broken down into specific brands and their expenditures.

■ Network television led the media expenditures with $168,500,000, followed by spot tv, $110,301,000; magazines, $76,657,000; newspapers, $38,346,000; spot radio, $26,506,000; newspaper supplements, $24,988,000; network radio, $21,000,000, and a miscellaneous expenditure estimated at $5,000,000.

Pool Names Schmerler VP

Joseph Schmerler has been named vp and eastern sales manager of Pool Publications, publisher of *Swimming Pool Weekly* and *Swimming Pool Digest*, Fort Lauderdale, Fla. Mr. Schmerler, formerly eastern sales manager of *Swimming Pool Age*, will headquarter in the New York office.

Cargill to O'Mara & Ormsbee

Dallas W. Cargill has joined the Detroit sales staff of O'Mara & Ormsbee, newspaper representative. Mr. Cargill formerly was with Sawyer-Ferguson-Walker Co., MacManus, John & Adams, and Ford Motor Co.

Hillman's Names Baker

Hillman's Inc., Chicago supermarket chain, has appointed Herbert Baker Advertising, Chicago, to handle its advertising. Hillman's formerly placed its advertising direct.

American Home devotes a greater share of its pages to

building and remodeling

than any other mass magazine

That's one good reason why it's hard to find better prospects for building materials, appliances and home furnishings than the 12 million men and women who look to American Home for fresh, down-to-earth suggestions.

For 10 straight years a greater percentage of American Home families have remodeled their homes than have the families of any other mass magazine. And in 8 out of the past 10 years they've set similar records for building and buying new homes.

AMERICAN HOME

a Curtis magazine read by 3,600,000 families

My Mommy Listens to KFWB

...and listens, and listens and listens! Pulse and Hooper have proven it for many months past...and now Nielsen makes it unanimous: rates KFWB # 1 in total audience in the L.A. Area in their book, too! **So...whether you use Pulse, Hooper or Nielsen as a guide...one thing you should do for sure: Buy KFWB...first in Los Angeles. It's the thing to do!**

Channel 98 my mommy listens to KFW..B

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager

Represented nationally by JOHN BLAIR & CO.

Number 6 in a series to American business on the multiplying growth at the top of the market.

The happiest sound is the

From 1948 to 1958, the U. S. population soared from 146.6 million to 174.1 million—an increase of 19%. An impressive growth? Just check these three percentages and compare *their* growth:

The number of two-car families went up 39.6%.

The number of residential swimming pools rose an amazing 4,896%.

The number of American travelers who ventured abroad increased 215%.*

These are the people who are creating the boom at the upper level—and making it sound clear across America.

The boom began just after World War II—and it's picking up decibels every day. Who's behind it? Some 8 to 10 million well-educated, upper-income Americans who make the decisions, establish the trends, set the styles of this nation locally and nationally. With, of course, the consent (and even the admiration) of their fellows.

Are all these people TIME readers? Certainly not. But many, many of them rely on TIME to keep them well informed in every area of interest. And those who don't read TIME are surrounded by their TIME-reading friends, business associates, colleagues and families.

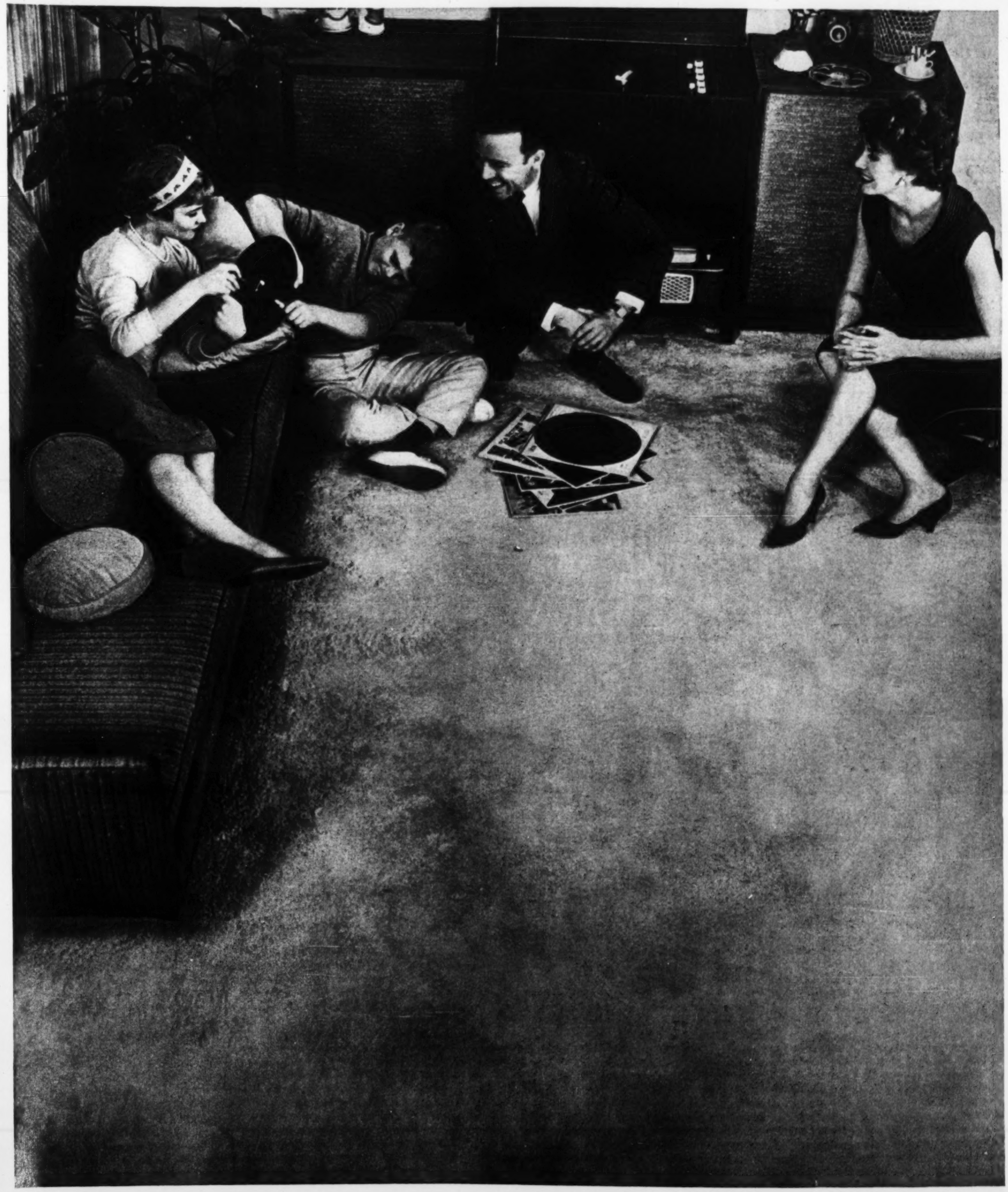
These millions make the great years for advertisers selling *anything*—from stocks to steel, from packaged goods to private planes . . . to corporate personalities. They can make this year—and every year—a great selling year for you.

You can reach these special millions with maximum effectiveness only in the pages of their favorite magazine, TIME, The Weekly Newsmagazine.

*And the same kind of growth occurred in the business world. The ranks of executives and professionals increased more than twice as fast as the total United States labor force.

Make the most of it in TIME

boom at the upper level



A Distinguished Service Award

for KWTV OKLAHOMA CITY

John Griffin, Chairman of the Board, accepts the Sloan Award for KWTV from Mr. Alfred P. Sloan.

* *Alfred P. Sloan Radio-TV Award for Highway Safety.*

KWTV is proud to have received the coveted Sloan Award for its highway safety program within the KWTV *Community.*

KWTV feels an added satisfaction in knowing that its efforts contributed to the preservation of lives and property within its 54-county *community* coverage.

House Group Okays Rep. Harris' Fair Trade Legislation

WASHINGTON, June 16—The House moved toward action on federal fair trade legislation last week as the committee on interstate and foreign commerce reported it favors legislation sponsored by Rep. Oren Harris (D., Ark.), its chairman, which makes it a federal offense for a distributor to sell below an officially established resale price. With the filing of the report the bill can be scheduled for debate soon.

▪ While the committee majority said the bill will help small business, and will enable owners of trademarks to protect their property, a vocal minority charged it will stimulate use of private brands, and enable the federal government to get a foothold in controlling retail business throughout the country.

The majority's report said the bill is intended to restore "fair trade" in the 16 states where it has been declared unconstitutional in part or in whole, and to extend it to Alaska, Missouri, Texas, Vermont and the District of Columbia where it has been defeated by local authorities in the past.

Under the bill, the owners of an advertised trademarked product can go into federal courts to sue any distributor who sells below his fair trade price. The bill provides that the distributor can defend himself by proving that the manufacturer has not consistently enforced his price in the past.

The report contends that the bill is essential for the survival of hundreds of thousands of small, independent business men—corner druggists, grocers, jewelers, hardware merchants, electric appliance dealers and bookstore dealers.

▪ "These small merchants are being hard pressed by competitors who sell highly advertised nationally branded merchandise at very low price, often below cost, in order to drive other merchants out of business," the report complained.

According to the majority, this "loss leader" selling "plays havoc with the distribution system of the popular brands by making it impossible for other retailers to make a profit on these brands."

The report noted that the Department of Justice, the Federal Trade Commission, the Department of Agriculture, the Department of Commerce and the Budget Bureau filed reports opposing the bill. There also were dissents from several committee members, who warned that consumers will be hurt. #

Buchen Names John Handley International Division Head

John M. Handley

John M. (Bud) Handley has been named director of the international division of Buchen Co., Chicago. He succeeds R. L. Cutler, who resigned to join National Export Advertising Service.

Mr. Handley, who joined Erwin, Wasey & Co. in 1922 and became manager of its Brussels office and later creative director of all operations in western Europe, also has been with Grant Advertising as international vp and international ad manager of Borden Co. He joins Buchen from Needham & Grohmann, New York.

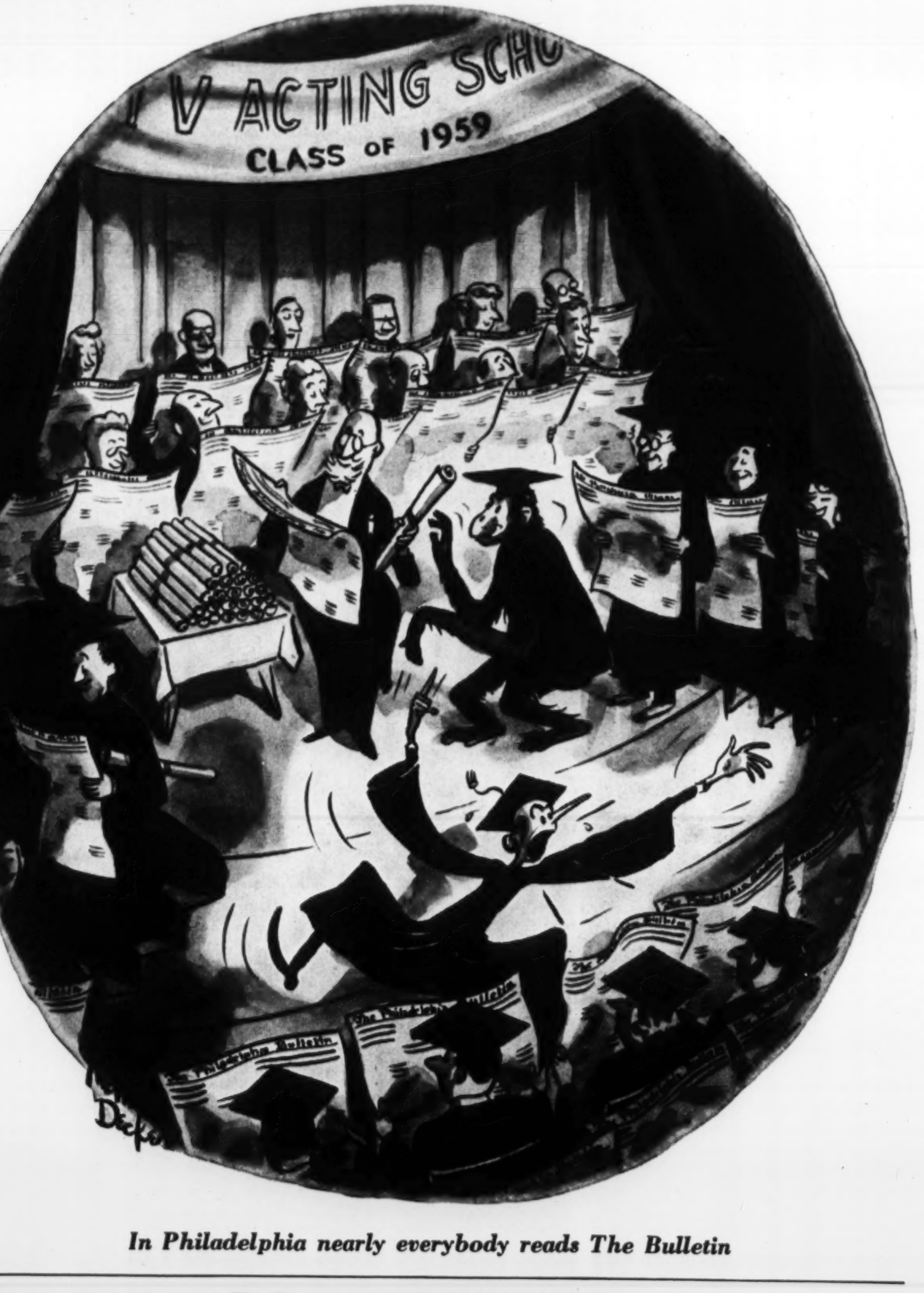
Dopke Joins Gardner

George R. Gibson and Maurice A. Umans have been promoted to new posts in the New York office of Gardner Advertising Co. and J. Russell Dopke, formerly in the catalog advertising department of Sears, Roebuck & Co., Chicago, has joined the St. Louis print department as a copywriter. Mr. Gibson, a vp of the New York operation, was elected to the agency's New York executive committee. Mr. Umans, a group account executive, was elected a vp.

22 More Dailies Hike Prices

U.S. dailies continue to boost newsstand prices to offset higher costs, according to a survey just released by the American Newspaper Publishers Assn.

In a rundown of price hikes from Feb. 19 through June 8, the ANPA reported that 22 dailies have hiked single copy prices. Of the 22, nine boosted newsstand prices from 5¢ to 7¢, two from 6¢ to 7¢, three from 7¢ to 8¢, and eight from 7¢ to 10¢.



In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

DEKALB
HYBRID SORGHUM
ALLIS-CHALMERS
A-C
FORD TRACTORS
Phillips 66
Cockshutt
MINNEAPOLIS MOLINE
JOHN DEERE
Dodge
CYANAMID
SHELL
CITIES SERVICE
CHAMPION
SPARK PLUGS
OLIN MATHIESON CHEMICAL CORPORATION
MATHIESON
PILOT BRAND OYSTER SHELL
In the bag with the big blue Pilot Wheel. At most good feed dealers.
For Poultry
STANDARD
FUL-O-PEP
B.F.Goodrich
WEIRTON STEEL COMPANY
GMC
AMERICA'S ABLEST TRUCKS
½ to 45 TONS
DUPONT
CERESAN®
Seed Disinfectants
FARM D-X SERVICE
Farmhand
FIRST IN FARM MATERIALS-HANDLING

BIG SELLERS THESE!

America's Top-Bracket Farm Merchandisers Prefer Weekly Star Farmer for Quality Farm Coverage in Missouri and Kansas

Above is a list of some of the products advertised in current issues of Weekly Star Farmer. They are big sellers in Missouri and Kansas. Dealers who handle them enjoy the benefit of widespread consumer acceptance.

Quantity sales are the result of quantity circulation. In Missouri and Kansas, Weekly Star Farmer reaches thousands more farm homes than any other farm publication—and it sells the most goods to farmers.

In line with its circulation leadership, Weekly Star Farmer prints more classified advertisements than the two leading state farm papers combined. There is no sounder test of publication influence than the way farmers spend their own advertising dollars. Same with implement dealers. They place more advertising in Weekly Star Farmer than anywhere else.

If you sell the rural market, you can make faster sales and quicker profits with Weekly Star Farmer. It is the No. 1 farm buy in prosperous Missouri and Kansas. It lays down mass coverage where farmers are making more money, raising more livestock, growing more crops, buying more equipment.

JOHN DEERE
DU PONT CERESAN
DE.KALB SEED CORN
QUAKER OATS
PHILGAS
PHILLIPS FERTILIZER
SANTA FE
FRIGIDAIRE
PRINCE ALBERT
DODGE CARS
STALEY FEEDS
VEL
VISQUEEN SILO COVERS
STANDARD OIL
AMERICAN CYANAMID
AUREOMYACIN
CHAMPION SPARK PLUGS
MINNEAPOLIS-MOLINE
AMERICAN ROCK SALT
AMMO-PHOS FERTILIZER
CECOFRAME
STEEL BUILDINGS
NUTRENA FEEDS
WINSTON CIGARETTES
FLEISHMAN'S YEAST
SANI-FLUSH
SHEFFIELD FENCING
WEIRTON STEEL ROOFINGS
G. M. C. TRUCKS
PAY-WAY FEEDS
FARMHAND
FARM EQUIPMENT
J. R. WATKINS FEEDS
D-X GAS AND OIL
LUBRIPLATE GREASES
B. F. GOODRICH
MASTER-MIX FEEDS
FORD TRACTORS
SPENCER CHEMICAL
FERTILIZER
CITIES SERVICE
DANNEN FEEDS
ALLIS-CHALMERS
UNION PACIFIC
OYSTER SHELL
DE SOTO CARS
SWEET LASSY FEEDS
SHELL CHEMICAL
NEW HOLLAND
FARM EQUIPMENT
CHEVROLET
ALBERS FEEDS
BUTTERNUT COFFEE
MOTHERS OATS

LARGEST FARM CIRCULATION in Missouri and Kansas

America's Largest Farm Weekly

Weekly Star Farmer

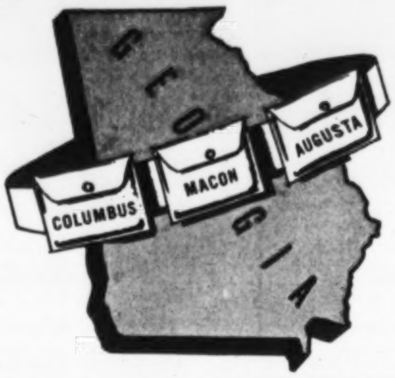
PUBLISHED IN KANSAS CITY, MO

KANSAS CITY
1729 Grand Ave.
HArrison 1-1200

CHICAGO
202 S. State St.
WEbster 9-0532

NEW YORK
21 E. 40th St.
Murray Hill 3-6161

SAN FRANCISCO
625 Market St.
GArfield 1-2003



FOOD SALES?

$204 million in Georgia's money belt

Buy the Georgia Group to blanket the Augusta-Columbus-Macon retail trading area...with its $204 million in grocery money. It's one bill...one check ...one order. Combination rate gives savings up to 10% on each ten thousand lines.

For **coverage** in the Peach State, it's Atlanta **plus**

THE
Georgia Group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**

Porcelainize Asks FTC to Admit It's Not Abrasive, Ease Ad Restraint

WASHINGTON, June 16—The manufacturer of Porcelainize opened a drive last week to get out from under an old Federal Trade Commission cease and desist order which prohibits him from suggesting that his product is any better than an ordinary automobile polish.

The move has important competitive implications in the automobile polish field because manufacturers of new cars have been telling car owners that abrasive polishes should not be used on the new long-lasting auto finishes until the car is at least three months old.

In testimony before Federal Trade Commission Hearing Examiner Robert Piper last week, William H. Freeman, owner of Freeman & Freeman, Denver, maker of Porcelainize, said auto manufacturers recognize that his product is not an abrasive, and they are selling it to their dealers for use in enhancing the appearance of new cars at the time of delivery to customers.

■ He said the cease and desist order which was issued against the product in 1945 is outmoded because the formula for Porcelainize has been changed twice in the past decade. Mr. Freeman explained that his firm wants to be in a position to use advertising to tell car buyers and car owners that the inhibitions against use of abrasives do not apply to Porcelainize.

Former Federal Trade Commissioner Lowell Mason, who is quarterbacking the Freeman & Freeman appeal, told Mr. Piper that the company only seeks partial modification of the old cease and desist order. Specifically he asked for elimination of a provision which declares that the company must not, directly or indirectly, imply that the product is not a polish, or that it has any property or value other than that of an abrasive polish. In addition, he said Freeman & Freeman also feels the commission should modify another provision which prevents use of ads that Porcelainize will preserve the color or finish of an auto or restore the finish of an old auto.

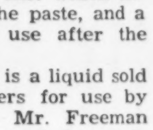
■ Since this is one of the few instances when a company has returned to FTC and requested modification of an old order, the hearing raised some unusual questions. One of them was over the numbering of exhibits. Inasmuch as the old hearing record was no longer available, attorneys conferred on whether to start a new numbering series for the exhibits, or to try to take up where the commission left off in 1955.

Mr. Freeman testified that his company changed its product and its method of distribution radically since the original commission complaint was issued in 1942. At that time, he said, Porcelainize was a paste, and was sold directly to the public in a unit which included a cleaner, the paste, and a wash cleaner for use after the paste was applied.

Now the product is a liquid sold only to auto dealers for use by trained personnel. Mr. Freeman said experience showed the product is effective only when used in strict conformance with directions, and that it was not possible for the ordinary car owner to use it effectively. #

Roman Advertising Names Zweig Exec VP, Goodrich A.E.

Fred S. Zweig, former account service director of Roman Advertising Co., St. Louis, has been elected exec vp and member of the board of directors.


Fred S. Zweig

Mr. Zweig, who presently is an account group director, joined the company in 1947 as an account executive. Three years later he left Roman to join the St. Louis office of Ruthrauff & Ryan. He returned to Roman in 1954 as account service director. Roman also has named J. Thomas Goodrich, formerly with D'Arcy Advertising Co., an account executive.

Priscilla of Boston
RUSHED BY AIR EXPRESS
AIR EXPRESS
PREPAID
MAKE PROMPT

Air Express never leaves a bride waiting

This June bride's gown arrives AIR EXPRESS! And she's relaxed. So is Priscilla of Boston—bridal outfitters. They take those last-minute changes in stride. The bride may suddenly order another bridesmaid's dress... but Priscilla never panics. Every day AIR EXPRESS delivers dozens of Priscilla creations on time... right to the store. Cost of this amazing shipping service that assumes all responsibility? A 20-lb. shipment, for example, Boston to Dallas (1565 air-miles) is only $11.90! Other rates similarly low. So whatever you market, it pays to . . . think FAST . . . think AIR EXPRESS first!

AIR EXPRESS

CALL AIR EXPRESS, DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

HOW 6 COMPANIES HAVE INCREASED THEIR IMPACT THIS YEAR FROM A NEW CONCEPT IN ADVERTISING

More SALES POWER for U.S. Business

How Digest Advertisers Get More Readers For Their Dollars And More Power For Their Messages

Whatever your budget, you can benefit by the unique new advantages to advertisers exclusively available in Reader's Digest.

"The things you do that you don't have to do," a leading advertising agent once wrote his client, "are what make you rise above the crowd."

In this category, he placed the new concept that Reader's Digest brought to magazine publishing with its January 1959 issue. By discarding traditional thinking about rates, and capitalizing on its printing advancements, the Digest extended these benefits to all its advertisers:

- **40% more space for their messages, at no extra cost.** (The Digest charges no premium for bleed.)
- **Better attention through use of a second color, free.** (The Digest has one rate only for black-and-white or two-color.)
- **Economical impact through use of four-color.** (The Digest charges only 13% more for four-color.)
- **More opportunity for the advertiser with a limited budget.** (The Digest now makes half-page units available.)
- **Better reading for all advertising.** (Every advertisement now appears adjacent to editorial content.)

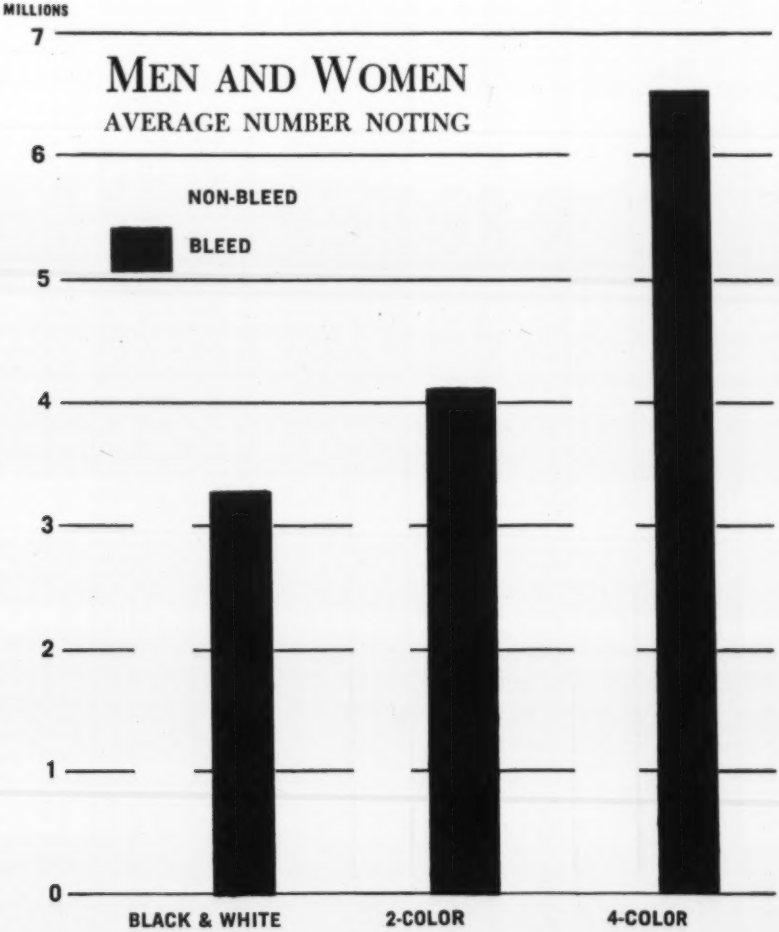
From these new policies, advertisers can count on more power for their messages, more readers for their dollars — as the table below demonstrates.

How Color and Bleed Help Advertising Work Better

Note that on the average during 1958, two-color bleed pages attracted over 1,000,000 more people than did black and white regular. Now, in the Digest, you get two-color bleed for the price of black and white! Four-color bleed attracted still another 2,500,000 or 3,500,000 more than black and white regular.

This means four-color bleed advertising which costs only 13% more than black and white attracted 118% more readers.

You'll find, on the following pages, a few actual examples of what these new advantages have meant to leading advertisers.



Source: Daniel Starch
Monthly Advertisement Reports 1958

KITCHEN CONVENIENCE. Choice of the regular instrument or the special wall type shown above. Both types are available in a choice of attractive colors.

"I couldn't get along without my kitchen telephone"

You'll say so, too, once you know the convenience of a telephone right beside you in the kitchen. It saves a lot of steps and time. Saves you!

No need to leave the baby or the kids or the roast or whatever you're doing to make a call. No need to rush to another room to answer the telephone. You just reach out your hand and there it is!

A kitchen telephone is so convenient when you need that "telephone break" from your household chores. Other favorite locations are the bedroom, den, recreation room and workshop.

Easy to get. Wonderful to have. Just call the Business Office of your local Bell Telephone Company.

It's fun to phone . . .

BELL TELEPHONE SYSTEM

Advertiser

American Telephone & Telegraph Co.
The Bell System
195 Broadway
New York, N. Y.

Agency

N. W. Ayer & Son, Inc.
West Washington Square
Philadelphia, Pa.

Take your choice of attractive decorator colors.

Why you need a kitchen extension phone

First, it's a great help in running the house. Your handy kitchen extension is near your shopping lists, and at your finger tips for emergency calls to the plumber and other repairmen.

Next, it saves you trouble. Biscuits won't burn, or a pot boil over, because a telephone call took you out of the kitchen. And while you handle important household calls, you can keep a watchful eye on playing children.

It saves you steps, too. When it rings you're right there to say "Hello." Since the kitchen is where you spend so much time, it makes sense to have a telephone handy. (Your husband, like you, will find it one of your most useful phones.)

The comfort, privacy and protection of extension phones throughout your house — where you work, play and sleep — cost surprisingly little. To order extensions, just call your Bell Telephone business office.

BELL TELEPHONE SYSTEM

People prefer their telephones in color, and how better can you sell extensions than by showing them exactly as they are? The Bell System shifted from black-and-white to four-color when the Digest made it available at economical rates.

In outboards as in cars, Champions give full-firing power.
Above: Champion-equipped Johnson "35" on runabout.

Q. Why does every major manufacturer of outboard motors use Champion spark plugs?

A. Champions give full-firing power. Put new Champions in your car every 10,000 miles. You'll get an *immediate* boost in horsepower...and save gasoline, too!

World's favorite spark plug on land, on sea, and in the air

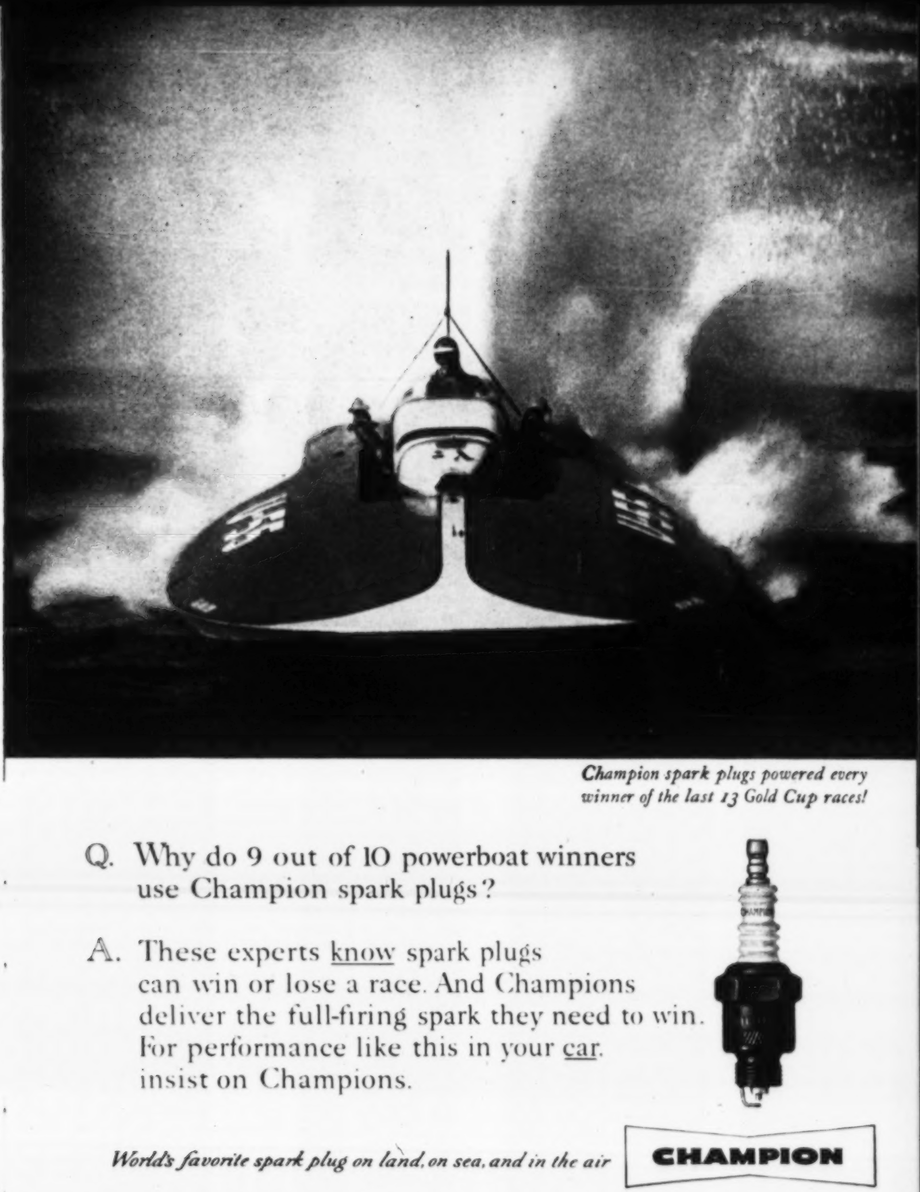
CHAMPION

Advertiser

Champion Spark Plug Co.
Upton Ave.
Toledo, O.

Agency

J. Walter Thompson Co.
535 Griswold St.
Detroit, Mich.



Champion spark plugs powered every winner of the last 13 Gold Cup races!

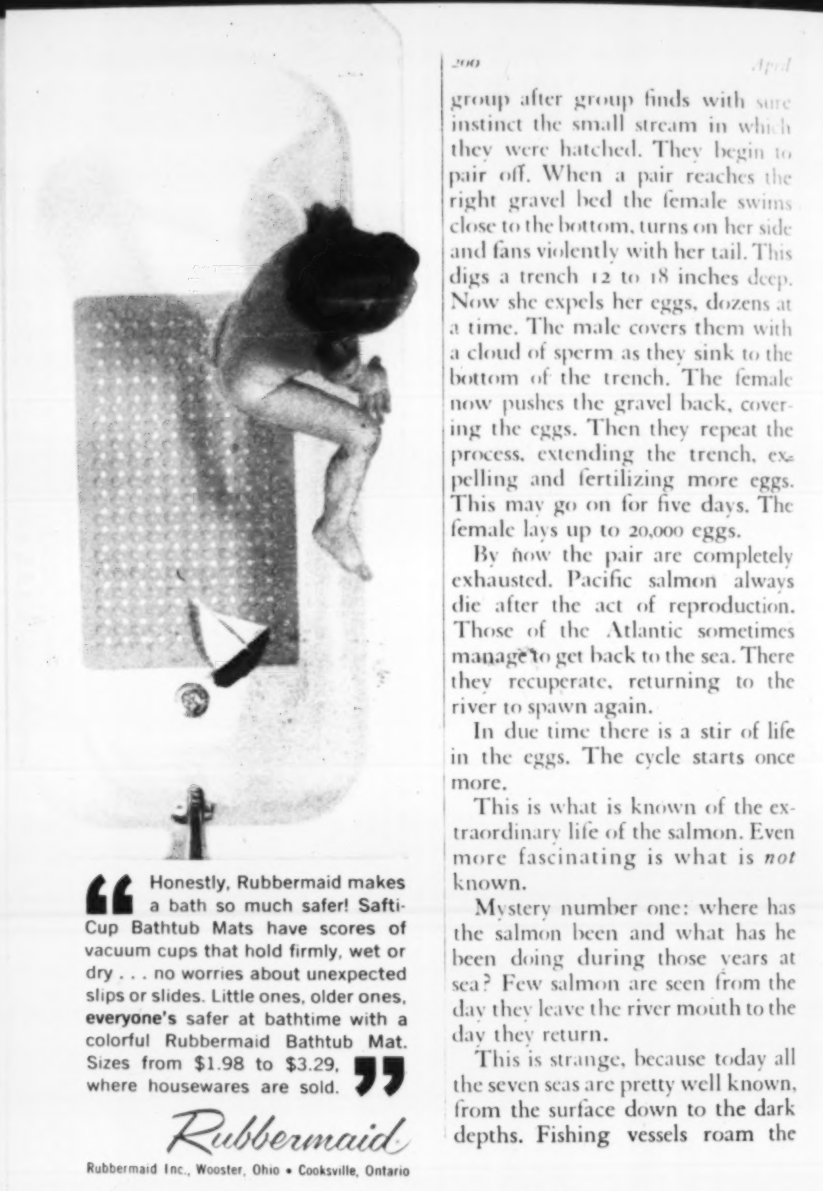
Q. Why do 9 out of 10 powerboat winners use Champion spark plugs?

A. These experts know spark plugs can win or lose a race. And Champions deliver the full-firing spark they need to win. For performance like this in your car, insist on Champions.

World's favorite spark plug on land, on sea, and in the air

CHAMPION

Champion Spark Plug Co. advertises around the world — in 28 editions of Reader's Digest. It was a "charter advertiser" in the U. S. Edition in 1955 — and has appeared continuously since then. For 1959, it changed from black-and-white to four-color, achieving maximum impact at only 13% more.



group after group finds with sure instinct the small stream in which they were hatched. They begin to pair off. When a pair reaches the right gravel bed the female swims close to the bottom, turns on her side and fans violently with her tail. This digs a trench 12 to 18 inches deep. Now she expels her eggs, dozens at a time. The male covers them with a cloud of sperm as they sink to the bottom of the trench. The female now pushes the gravel back, covering the eggs. Then they repeat the process, extending the trench, expelling and fertilizing more eggs. This may go on for five days. The female lays up to 20,000 eggs.

By now the pair are completely exhausted. Pacific salmon always die after the act of reproduction. Those of the Atlantic sometimes manage to get back to the sea. There they recuperate, returning to the river to spawn again.

In due time there is a stir of life in the eggs. The cycle starts once more.

This is what is known of the extraordinary life of the salmon. Even more fascinating is what is *not* known.

Mystery number one: where has the salmon been and what has he been doing during those years at sea? Few salmon are seen from the day they leave the river mouth to the day they return.

This is strange, because today all the seven seas are pretty well known, from the surface down to the dark depths. Fishing vessels roam the

"Honestly, Rubbermaid makes a bath so much safer! Safti-Cup Bathtub Mats have scores of vacuum cups that hold firmly, wet or dry . . . no worries about unexpected slips or slides. Little ones, older ones, **everyone's** safer at bathtime with a colorful Rubbermaid Bathtub Mat. Sizes from $1.98 to $3.29, where housewares are sold."

Rubbermaid

Rubbermaid Inc., Wooster, Ohio • Cooksville, Ontario

Advertiser

Rubbermaid, Inc.
Wooster, O.

Agency

Ketchum, MacLeod & Grove, Inc.
Pittsburgh, Pa.

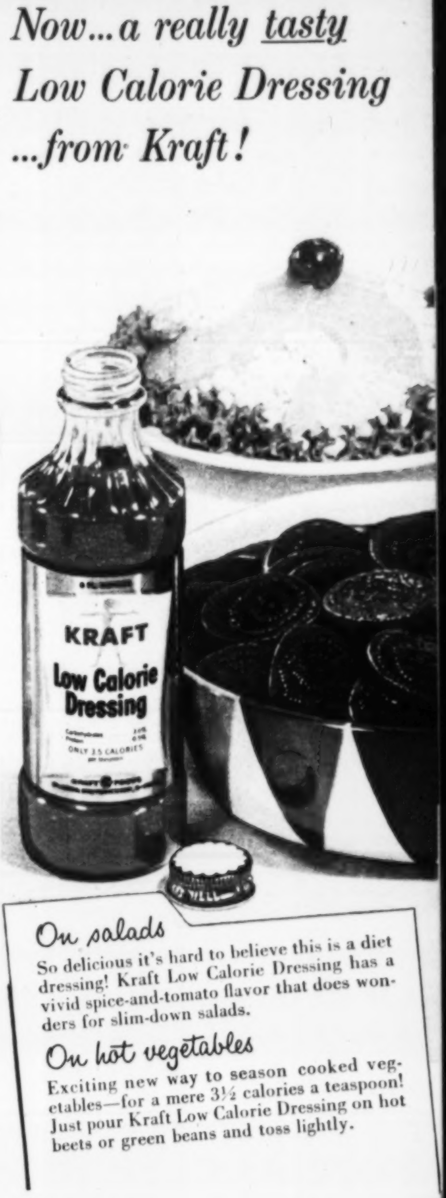
One of the first to use the Digest's newest space unit — the vertical half-page — Rubbermaid shows how compelling it can be in four-color bleed. Always in outside columns, these half-pages can answer many problems . . . of frequency . . . new products and low-budget products . . . or variety.

Chinese. The city decided to rebuild Chinatown on its original site.

The fire also served to bring many Chinese into social and business contacts with other Americans. An outstanding case was that of Charles Gee, who had built up a small chain of shoe stores in the area. After the flames swept through the city, 100 Chinese refugees jammed into Gee's Oakland store for shelter. Noting the bulge of a money belt beneath the jacket of almost every man, Gee had an inspiration. He went to the First National Bank and explained to its president that Chinese had never patronized American banks because none of the banks had bothered to hire Chinese employes who could speak the Orientals' language.

Fifteen minutes later Gee found himself manager of the First National's Chinese department, receiving thousands of dollars in deposits from the refugees and authorizing loans which helped to put the small restaurant owners and businessmen back on their feet. When San Francisco's Chinatown was rebuilt, Gee returned there as manager of the first American bank branch in a Chinese community. This branch, managed by Gee's daughter Dolly since 1929, is today a unit in California's Bank of America chain.

From their earliest days in this country, even the most illiterate Chinese immigrants had scrimped and saved to support Chinese language schools for their children. But, as American-born Chinese began to raise their own families, they real-



Now... a really tasty Low Calorie Dressing ...from Kraft!

On salads

So delicious it's hard to believe this is a diet dressing! Kraft Low Calorie Dressing has a vivid spice-and-tomato flavor that does wonders for slim-down salads.

On hot vegetables

Exciting new way to season cooked vegetables—for a mere 3½ calories a teaspoon! Just pour Kraft Low Calorie Dressing on hot beets or green beans and toss lightly.

Advertiser

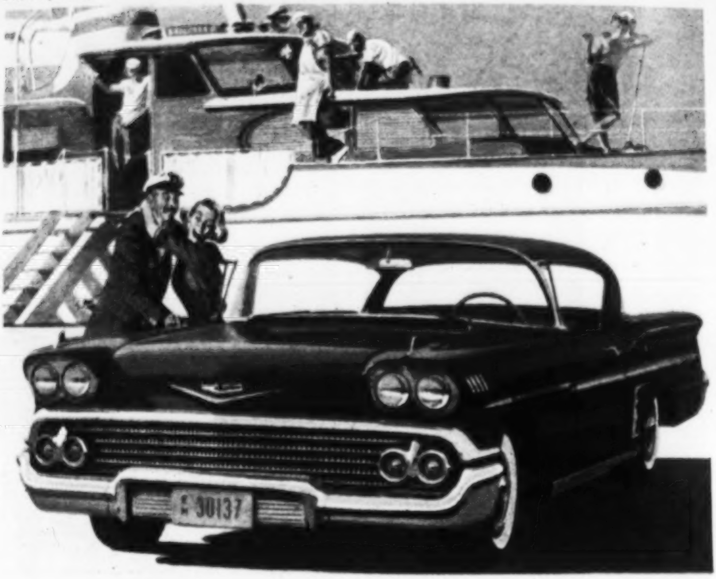
Kraft Foods Co.
Chicago, Ill.

Agency

J. Walter Thompson Co.
Chicago, Ill.

Last year, with this new product, Kraft expanded the market for low calorie dressing — and won a lion's share for itself. It gives major credit to three full-page advertisements in the Digest. This year, it has shifted to half-pages to get greater frequency.

The Impala Sport Coupe—every window of every Chevrolet is Safety Plate Glass.



EXCITEMENT RIDES WITH YOU *every mile you roll in your new* **CHEVROLET.** *At rest or on the road, this sleek style-setter promises action, gaiety, glamor—and it keeps its promise beautifully. Come aboard and take the key!*

One look at those saucy lines and you know this new Chevy's ready to shove off for wherever you say.

Just name your course—a bustling highway, a tumbling mountain road or a side street to the corner grocery. Here's the car with an eager gait that turns any route into a pleasure cruise.

You'll see what we mean the first time you feel Chevrolet's restful ride or the zestful response of its new Turbo-Thrust V8.*

If you haven't yet had the pleasure, it's an oversight your dealer will gladly remedy. . . . Chevrolet Division of General Motors, Detroit 2, Mich. **Optional at extra cost.*

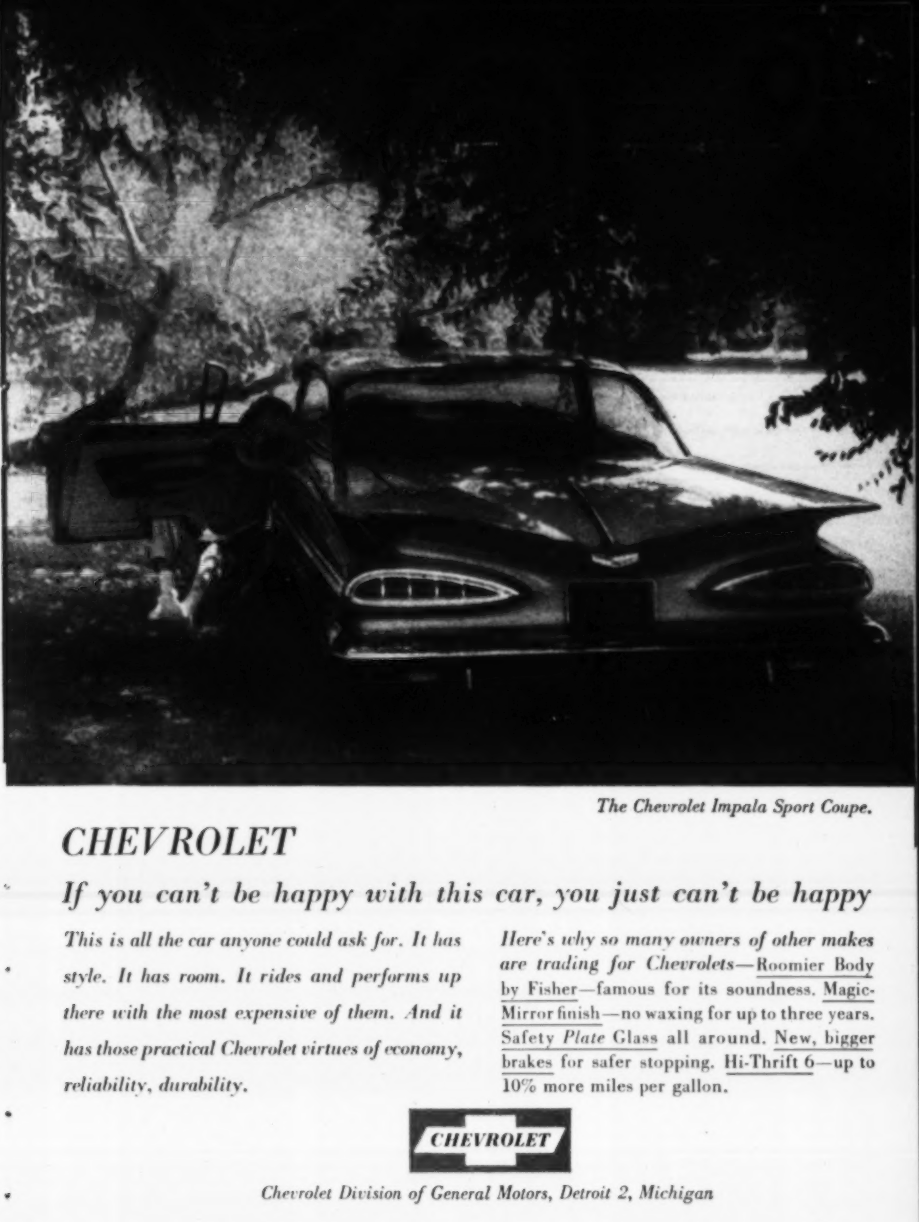
CHEVROLET

Advertiser

General Motors Corp.
Chevrolet Div.
General Motors Bldg.
Detroit, Mich.

Agency

Campbell-Ewald Co.
General Motors Bldg.
Detroit, Mich.



The Chevrolet Impala Sport Coupe.

CHEVROLET

If you can't be happy with this car, you just can't be happy

This is all the car anyone could ask for. It has style. It has room. It rides and performs up there with the most expensive of them. And it has those practical Chevrolet virtues of economy, reliability, durability.

Here's why so many owners of other makes are trading for Chevrolets—Roomier Body by Fisher—famous for its soundness. Magic-Mirror finish—no waxing for up to three years. Safety *Plate* Glass all around. New, bigger brakes for safer stopping. Hi-Thrift 6—up to 10% more miles per gallon.

CHEVROLET

Chevrolet Division of General Motors, Detroit 2, Michigan

To display a car on the open road (or in an open field) four-color bleed does the job best — and it does it economically in the Digest where bleed costs nothing more. Chevrolet is one of a half-dozen General Motors campaigns in the Digest —*all* using bleed.

Thick suds' last stand . . .

Lathering has its place—but not in Automatics. **all**'s "Controlled Suds" never clog washing action!

Unlike thick suds, *all*'s "Controlled Suds" . . .

- let clothes slosh around freely—wash cleaner, whiter, brighter
- rinse away clear—leave clothes suds-free, soft and sweet
- cut repair bills—give better care and longer life to your Automatic.

all
for every type
AUTOMATIC
WASHER

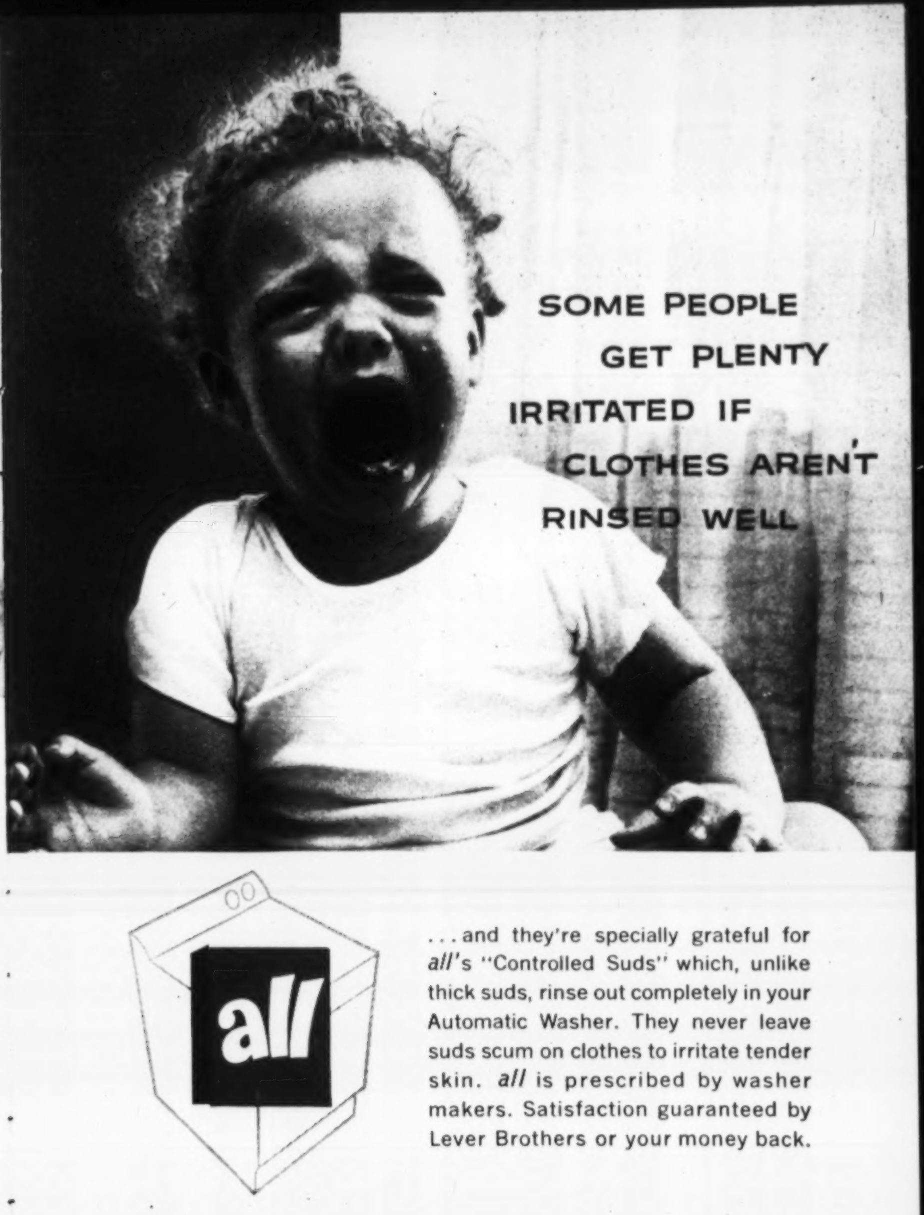
all is prescribed by the makers of every type of Automatic Washer. Performance and quality guaranteed by Lever Brothers. Purchase price refunded if not satisfied.

Advertiser

Lever Brothers Co.
Lever Div.
390 Park Ave.
New York, N. Y.

Agency

Needham, Louis & Brorby, Inc.
Prudential Plaza
Chicago, Ill.



SOME PEOPLE GET PLENTY IRRITATED IF CLOTHES AREN'T RINSED WELL

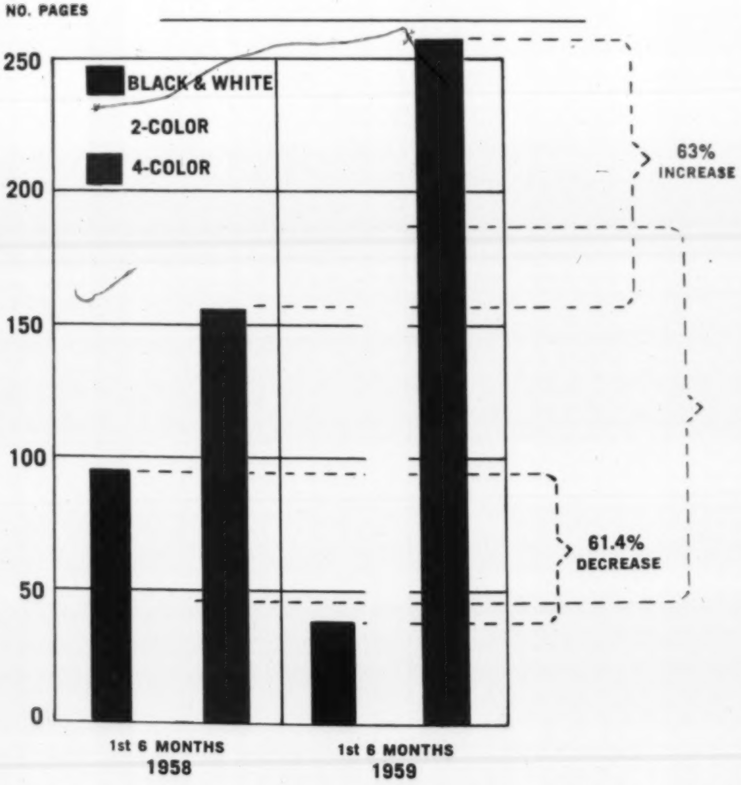
...and they're specially grateful for *all*'s "Controlled Suds" which, unlike thick suds, rinse out completely in your Automatic Washer. They never leave suds scum on clothes to irritate tender skin. *all* is prescribed by washer makers. Satisfaction guaranteed by Lever Brothers or your money back.

Your trade name jumps right off the page and into the mind with a simple spot of color. One of several Lever Brothers products advertised in the Digest, **all** spends nothing extra for the heightened impact that color creates.

How do present advertisers feel about the extra impact and effectiveness they can achieve, at little or no extra cost, in Reader's Digest? The table below shows what they have done — as you can, too, to get more sales power for your business.

In the first six months of this year, advertisers have increased their use of the Digest by 60%. They have tripled their use of bleed and doubled their color pages. As a result color now appears in more than 90% of all advertising in the Digest.

ADVERTISING PAGES



PAGES	1st 6 MONTHS 1958		1st 6 MONTHS 1959		% INCREASE (DECREASE)
	NO. PAGES	% OF TOTAL	NO. PAGES	% OF TOTAL	
BLEED	105.50	35.0	354.94	73.9	235.5
NON-BLEED	196.00	65.0	125.56	26.1	(35.9)
TOTAL	301.50	100.0	480.50	100.0	59.4

CEPT IN ADVERTISING

For more information about how Reader's Digest can help you make more sales at less cost, write or call:

New York
230 Park Avenue
New York 17, New York
MUrray Hill 4-7000

Chicago
Prudential Plaza
Chicago 1, Illinois
WHitehall 4-2544

Detroit
New Center Building
Detroit 2, Michigan
TRinity 5-9600

Los Angeles
6505 Wilshire Blvd.
Los Angeles 48, California
OLive 3-0380

San Francisco
235 Montgomery Street
San Francisco 4, California
EXbrook 2-3057

HOW 6 COMPANIES HAVE INCRE

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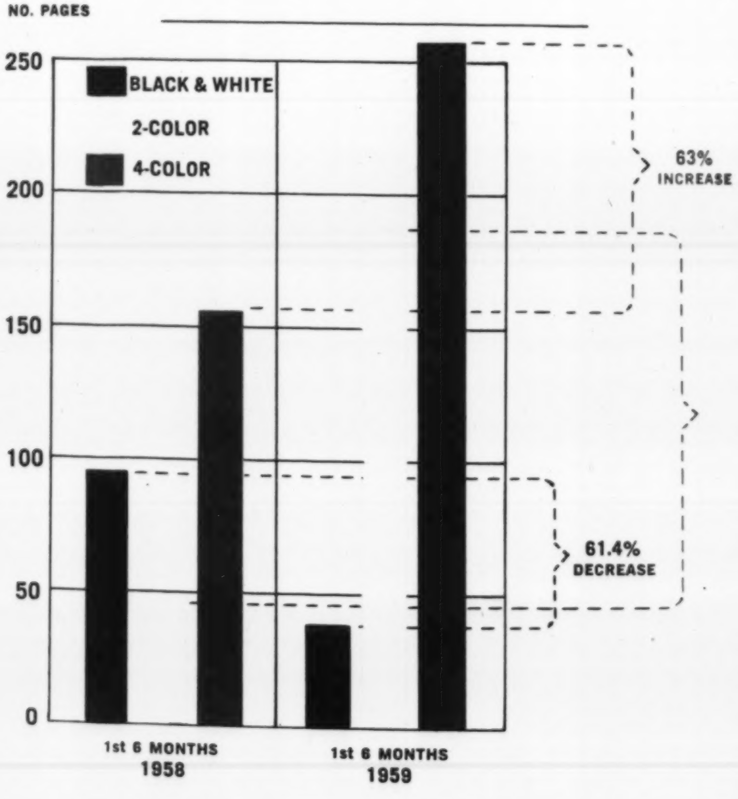

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New York
230 Park Avenue
New York 17, New York
MUrray Hill 4-7000

Chicago
Prudential Plaza
Chicago 1, Illinois
WHitehall 4-2544

Detroit
New Center Building
Detroit 2, Michigan
TRinity 5-9600

Los Angeles
6505 Wilshire Blvd.
Los Angeles 48, California
OLive 3-0380

San Francisco
235 Montgomery Street
San Francisco 4, California
EXbrook 2-3057

HOW 6 COMPANIES HAVE INCRE

People have faith in

Reader's Digest

Largest magazine circulation in the U. S.
Over 11,750,000 copies bought monthly.

SCREENING ASSIST—*Prize winners from the 1958 Venice festival of the International Screen Advertising Services are viewed by advertiser guests in the production department theater at Frank Block Associates, St. Louis agency, which recently presented a "film festival" of theater-screen ads.*

Theatre-screen Ad Bureau Offers Films to Promote Medium

CHICAGO, June 16—Theatre-screen Advertising Bureau has compiled three 20-minute reels, comprising clips from European theater ads which won honors in the 1956, '57 and '58 Venice and Cannes film festivals for showing to advertisers and agencies to promote use of the theater screen medium.

Frank Block Associates, St. Louis, one of the first agencies to make use of the TsAB promotion, drew more than 75 people in a workshop screening earlier this month.

TsAB has issued a booklet describing the promotion and giving sample information on costs and circulations in the medium, plus other data. #

Dailies' R.O.P. Color Linage Is Up 25% in April, Hoe Reports

NEW YORK, June 16—Newspaper r.o.p. color linage in April was 13,886,321 lines, a gain of more than 25% above color linage reported in April, 1958, according to the Hoe report on r.o.p. color issued this week. Color linage for the first four months of the year was 41,222,573 lines, up 15.9% from the same period last year.

Leading color advertisers in April were Shell Oil Co. (302,666 lines), Phillips Petroleum Co. (265,125), Eastern Air Lines (232,536), Ford (198,267) and Pillsbury (163,056).

The color report, issued monthly by R. Hoe & Co., is based on a Media Records check of more than 400 newspapers in 130 cities. #

Feeley Adds Disogrin, Roll-A-Grill Accounts

Disogrin Industries, Mount Vernon, N.Y., manufacturer of industrial plastic products, has appointed Feeley Advertising, New York, as its agency to succeed Ben Sackheim Inc., New York.

Feeley has also been named to handle advertising for Roll-A-Grill Corp. of America, New York, maker of restaurant equipment.

Priestly Buys Rest of 'Las Cruces Sun-News' Stock

Orville E. Priestly, editor-publisher and president of the *Sun-News*, Las Cruces, N.M., has purchased the remainder of the stock giving him full control of the daily newspapers. Joseph S. Priestly, son of Mr. Priestly and assistant editor and publisher, will become a stockholder, vp and director.

National Presto Boosts Seaman

Paul R. Seaman has been named marketing manager of National Presto Industries, Eau Claire, Wis. He has been western regional manager of Presto since 1954.

Oshawa Names Muter, Culiner

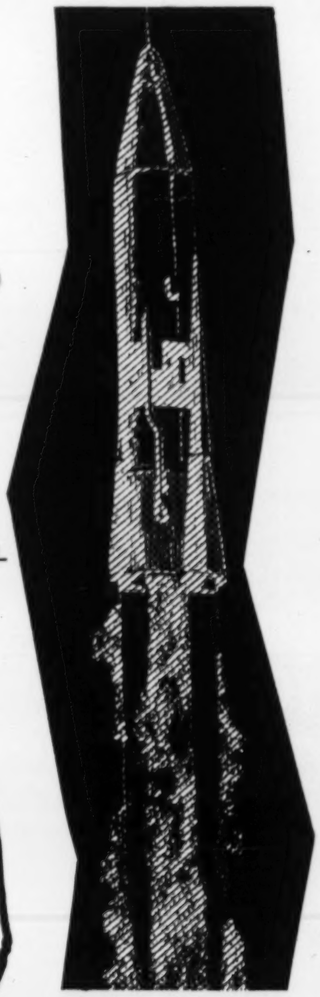
Oshawa Wholesale Ltd., the Independent Grocers Alliance supply depot for south central Ontario, has named Muter, Culiner, Frankfurter & Gould, Toronto, to handle its advertising.

Down from Canada

came a request for a room at the Sheraton-Dallas Hotel. In just 4 seconds the reservation was confirmed — thanks to Reservatron, our flabbergasting electronic marvel. To challenge it is to believe it. Just call your nearest Sheraton and ask for a reservation at any of 53 fine hotels. **Fat free booklet** is yours for the asking. You'll have 96 pages about Sheraton facilities in 41 major cities. And you'll have our gratitude — we're testing this ad. Address: Sheraton Corp., Ad Age Ad #3, 470 Atlantic Ave., Boston, Massachusetts.

OFFICIAL

JACKSONVILLE
SEMINOLE
LAKE
ORLANDO
ORANGE
BREVARD
OSCEOLA
CAPE CANAVERAL
TAMPA
MIAMI



GATEWAY TO THE MOON!

U.S. Census Bureau Adds Another Big Fat Prosperous County to Orlando's Standard Metropolitan Area

U. S. Census Bureau has added Seminole County to Orlando's Standard Metropolitan Area — now 275,400 — 88th in U.S.A. You can sell the five-county Central Florida population of 417,000 only with the Orlando Sentinel-Star. We dominate Miami, Jacksonville and Tampa papers combined in our five counties by 6-1.

Orlando Sentinel

Orlando Sentinel-Star Circulation Dominates The Cape Canaveral [Missile Base] area Completely with its Pink Regional Supplement.

ORLANDO SENTINEL-STAR

Largest Circulation In Central Florida **Ask Branham** *your passport to a*

TOP TRAVEL MARKET

38.3% of all ELKS MAGAZINE households spend more than $200 a year for *vacation travel* . . . a percentage exceeded by only 7 of the 53 magazines in the latest Starch Consumer Magazine Report.

24% of all Elks spend more than $200 for *business travel* during the same period. In this category, only 3 publications exceed THE ELKS MAGAZINE.

A direct route to this top travel market is open to you through advertising in THE ELKS MAGAZINE.

THE Elks MAGAZINE

More information? Write for your copy of our booklet, "The Elks Market"

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
360 N. Michigan Avenue

LOS ANGELES 17
1709 W. 8th Street

YOU MAY NEVER SEE A 2200 B. C. MAP*—

BUT... The WKZO-TV Coverage Map Will Give You "The Picture" Around Kalamazoo-Grand Rapids!

PLEASE NOTE! As shown below, WKZO-TV delivers 94.9% more homes than Station "B," Sunday through Saturday, 9 p.m. to midnight!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(Jan. 25-Feb. 21, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
6 a.m.-9 a.m.	17,600	17,300	50.4%	49.6%
9 a.m.-Noon	55,500	32,300	63.2%	36.8%
Noon-3 p.m.	69,400	35,200	66.3%	33.7%
3 p.m.-6 p.m.	68,000	54,500	55.5%	44.5%
Sun. thru Sat.				
6 p.m.-9 p.m.	148,700	95,500	60.8%	39.2%
9 p.m.-Midnight	134,300	68,900	66%	34%

NSI, ARB, NCS No. 3—all *three* give WKZO-TV *a big edge* as Western Michigan's best television buy!

And here's proof of WKZO-TV superiority:

- Latest NSI survey gives WKZO-TV more homes in *six times* as many quarter hours as Station B!
- WKZO-TV is out front in 60.6% of all quarter hours in the Kalamazoo-Grand Rapids ARB 9-county survey (Jan. 12-Feb. 8, 1959).
- NCS No. 3 gives WKZO-TV far more homes—monthly, weekly, daily—than any other Michigan station outside of Detroit!

Add WWTV, Cadillac, to your WKZO-TV schedule for *all the rest of outstate Michigan worth having.*

**World's oldest map (c. 2,200 B.C.) is a cadastral clay tablet used for land taxation, now in Istanbul Museum, Turkey.*

AM-TV-FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

June 20 is an important day for **Herb Bissell,** advertising vp of Minneapolis-Honeywell. His daughter, Carol, is being married in Minneapolis to Lynn Truesdell, a law student at the University of Minnesota . . .

On his 13th anniversary with *Farm Journal* and his daughter's 13th birthday—Sunday, June 7—**Dana Fernald** of *Farm Journal* managed to celebrate by playing his first golf game of the season in Detroit, on his way from Philadelphia to Minneapolis . . .

Sports news: **Clayt Huff,** assistant treasurer at BBDO, scored his first hole-in-one on the second hole of the Pelham, N. Y., course . . . **Roger P. Nowak,** Merrick Co. vp who frequently officiates at golf tourneys, served on the scoring committee for the big U.S.G.A. National Open at Mamaroneck . . . **Alan Hoppe** with a 68 low net won the sixth annual open golf tournament of the Brady Co., Appleton, Wis. He won last year, too. **Keith Green** tied him, but lost the playoff . . . **Francis Stifler,** service representative of N. W. Ayer & Son, Philadelphia, is again judging horse shows this summer. In May he was sole judge at the Ellis school horse show, Malvern, Pa. On June 14 he judged the Reading Riding Club show. Breeding and training horses has been a lifetime hobby for him . . .

CARICATURED—*Bea Adams, vp of Gardner Advertising, poses with her portrait, depicting her as "The Belle of Pistol Palace," the role she played in this year's St. Louis Women's Gridiron show. The painting is a gift from the cast, honoring Miss Adams as founder of the event 25 years ago, and as author and director of many of its productions, including this year's silver anniversary edition.*

Harold Himmelman, son of **S. N. Himmelman,** circulation vp of Macfadden Publications, is in Italy on a scholarship from the State Department's American Field Service. He'll spend ten weeks there living with Italian families . . . Back home after more than three months in the hospital is **Ed Gottlieb,** head of his own New York pr company. One of the eight survivors of the jet air crash in New York Feb. 4, Ed is energetically conducting his business from a wheelchair at home, flanked by two telephones and a dictating machine. One leg is still in a cast, the other has graduated to a splint, and the prognosis is he'll be in the office "soon" . . .

Alan N. Greaves, ad manager of BOAC, New York, a dad for second time. Son Mark weighed in at 8 pounds. . .**Alvin Sussman,** eastern division sales manager of United Artists Associated, New York, is crowing about his first child, Patricia Anne. . .**Don Blauhut,** radio-tv director of Parkson Advertising, who had a one-man art show in New York last fall, is anticipating another at Southhampton this summer. . .Winner of Beaumont, Heller & Sperling's annual art exhibit was **Clarence Weight,** who entered a watercolor called "Rockport" in the Reading, Pa., agency's contest. . .

Advertising is well represented at the community level in Burbank and Glendale, Cal. Mayor of Glendale is **Cal Cannon,** manager of KIEV, while the mayor of Burbank is **Dallas Williams** of Dallas Williams & Sons, Hollywood ad agency. . .**Arch C. Hancock,** public info director for Remington Rand, has been honored by the New York chapter of the American Public Relations Assn. for "humanitarian services in aiding employment of the physically handicapped". . .

Gerald G. Hotchkiss, promotion manager for *Life-Fortune International,* returns to his post in London June 20 after a honeymoon. He recently married Patricia Jane Vollmer of St. Louis. . .

Norman Knight, head of the Yankee Network, WNAC-TV and WNAC, has won American Heritage Committee's Freedom Book Award. . .**Bruce Forbes,** president of Forbes Inc., New York, is still walking on air. He won pro-amateur division of Greenbrier open on his birthday. Bruce's pro partner was Sam Snead, who shot a record-breaking 59. Then Bruce followed up by winning a Cadillac convertible offered by **Jack Kriendler** (21 club) Memorial Heart Fund. . .

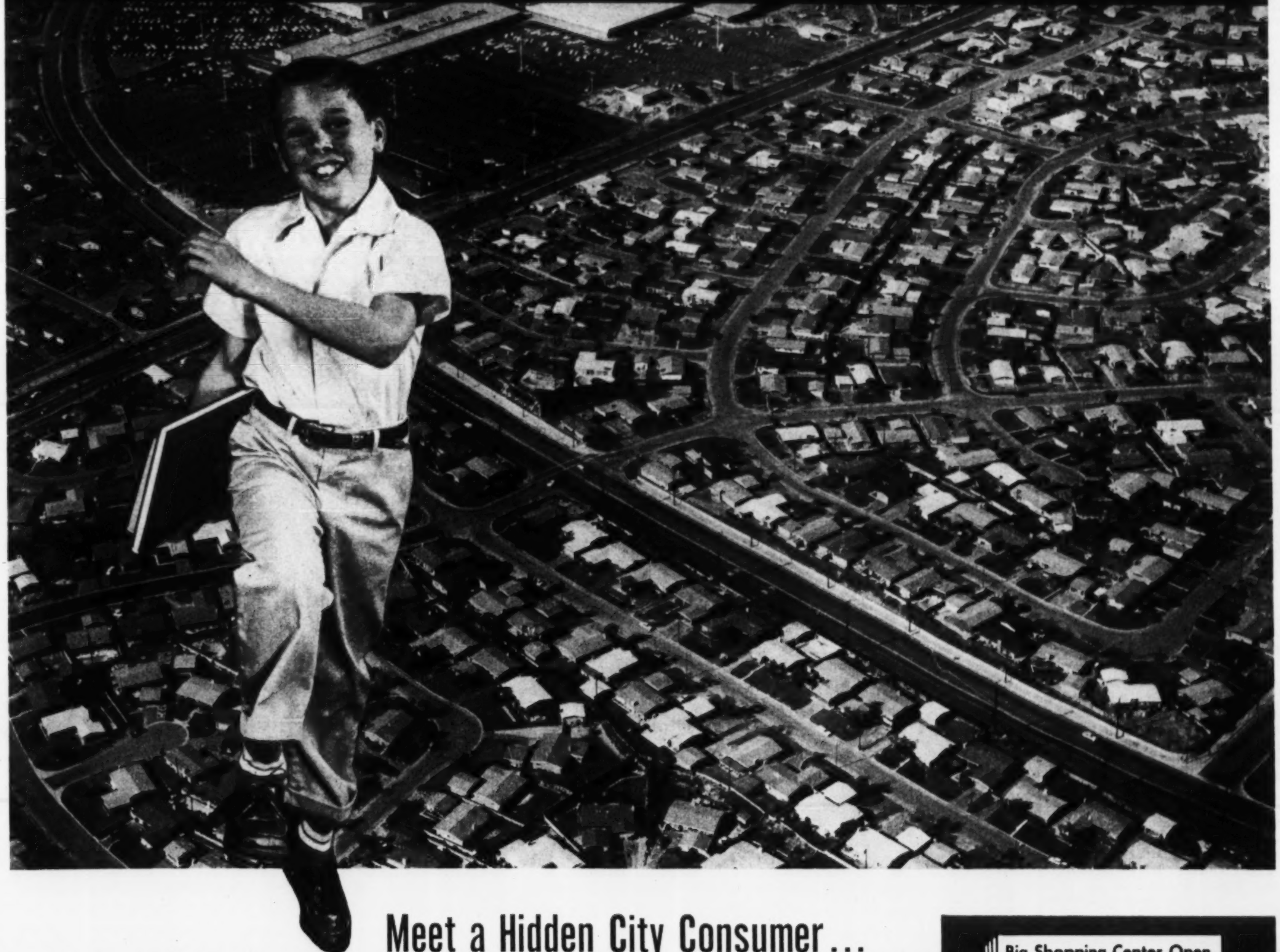
Arthur J. Mott, Pacific Northwest manager of Story, Brooks & Finley, got the President's award from St. Mary's College, near Oakland, Cal., June 6 for contributions to "Goals of Higher Education" . . . **Jane Clark** of MacLean Advertising, New York, will wed James M. Rae in London in August . . .

Richard Zavon, *TV Guide's* Minneapolis manager, has a new daughter . . . **Tom Kilbride,** account exec with Knox Reeves Advertising, has been named "Man of the Year" by the Minneapolis Sales Executives Club . . . An exhibition of the work of **Leo Lionni,** designer and painter, will be on view at the San Francisco Museum of Art from June 12 to July 12 . . .

Inside Los Angeles there's a Hidden City* and...

A MILLION YOU'RE MISSING

if you're not in The Mirror News



Meet a Hidden City Consumer...

He's a small customer, but a big consumer . . . and there are a lot like him in the Hidden City. In fact, Hidden City parents have 428,888 children—more children per family than the homes reached by any other weekday metropolitan newspaper in Los Angeles. And it's near phenomenal the way they go through shoes and shirts . . . put away bread and bananas . . . and wear out scooters and skates. So it's a good thing their fathers are on the way up in well-paying occupations (83% of Hidden City dads earn $4,000 or more). All in all, Hidden City families have $1½ billion to spend on things they see advertised in The Mirror News . . . and 4 out of 5 of the million Mirror News readers in more than 300,000 Hidden City homes read only The Mirror News as their Los Angeles metropolitan weekday newspaper.

***It's bigger than St. Louis**. . . or San Francisco, Seattle, Milwaukee, Minneapolis, Cincinnati, Cleveland, and a lot of other big cities you'd never dream of overlooking.

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER

Big Shopping Center Open

MIRROR NEWS

RECORD GROWTH SEEN IN LOS ANGELES AREA

Good Day Predicted Today

LOS ANGELES EVENING

MIRROR NEWS

Represented by O'Mara & Ormsbee,
New York, Chicago, Detroit, San Francisco

Dailies' Battle in Washington State Gets More Intense

SEATTLE, June 16—The massive anti-trust suit that pits Scott Publishing Co., reportedly with the financial backing of some other publishers, against the International Typographical Union and other defendants, moved a step nearer trial last week, after nearly four years of preliminary skirmishing.

Scott publishes the *Tri-City Herald* and seeks treble damages, plus costs, for a total that now reaches $2,422,000. The defendants include Columbia Basin Publishers, publisher of the rival daily, the *Columbia Basin News*; the International Typographical Union and its locals at Seattle and Kennewick-Pasco; Unitypo Inc. and various officers of the defendant companies. Scott charges conspiracy to drive the *Tri-City Herald* out of business.

After hearing motions in the case, John C. Bowen, U. S. district court judge, last Friday set the case down for hearing July 20 that will determine when the case will be called for trial.

■ Pre-trial depositions have been completed, counsel for both sides told the court. An indication of the massive record already compiled was presented by Alfred J. Schweppe, attorney for the ITU, who told the court that starting in the fall of 1955 the plaintiffs had taken 157 depositions on 151 days, totaling 8,230 pages of testimony, and including 3,688 exhibits totaling 160,856 pages. Defendants in turn, he said, had taken 12 depositions totaling 1,156 pages of testimony, in addition to which there were 235 exhibits. Mr. Schweppe cited these details to show the need for pre-trial hearings that would screen some of the material. He added that at the rate this case has been going, the trial "will take a year's time."

Carl Jonson, attorney for Scott, countered that the defendants were seeking delays and did not want the case to come to trial.

Earlier hearings on motions had brought out that both sides have had financial support from outside the tri-city area—Pasco, Kennewick and Richland.

■ The *Tri-City Herald* was founded in 1947 in the fast-growing area that includes one end of the newly irrigated Columbia basin land and also the atomic energy city of Richland. In 1950 the typographers struck the *Herald*, and the strike continues to the present, while the *Herald* continues publishing. In 1950, also, the *Columbia Basin News* was founded, and Scott charges Unitypo or other ITU sources have advanced more than $1,000,000 to the *News*. The latter has acknowledged help from Unitypo.

In turn, Scott Publishing Co. has had financial assistance of $55,000 from newspaper sources in prosecuting its suit, counsel for Scott acknowledged at a recent hearing in federal court. At that time Judge Bowen ruled that information as to this support must be made available to the defendants' attorneys but not to the defendants.

Mr. Jonson had argued against disclosure of the source of industry funds lest the ITU "harass the sources," adding, "there are 1,001 ways employes can harass an employer." Mr. Schweppe countered that defendants were not permitted to withhold similar information on their side.

Expenditures by both sides of the suit for covering depositions, many of which required travel in other parts of the country, and legal fees, would probably total between $200,000 and $300,000 thus far, ADVERTISING AGE's informal check with opposing counsel indicated. #

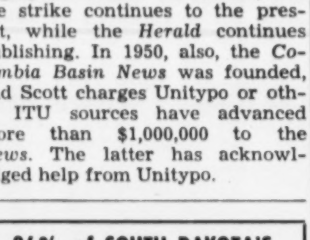
Phillip Jones Joins Biddle

Phillip Conway Jones has joined the Chicago office of Biddle Co. as assistant to Henry Flarsheim, vp. Mr. Jones, an Englishman, was previously assistant to the sales promotion manager of Helene Curtis Industries. Previous to that he was sales promotion manager of the London office of Encyclopaedia Britannica and before that was with Grant Advertising in the London, Johannesburg and Chicago offices.

Goodman Opens Agency

Robert Goodman, former publicity director of Hecht May Co., Baltimore, has opened his own advertising and consultant business, Robert Goodman Agency, 12 W. Read St., Baltimore.

36% of SOUTH DAKOTA'S SPENDABLE INCOME



Exclusively Covered by:

THE TRIPLE MARKET GROUP

- **HURON DAILY PLAINSMAN**
- **MITCHELL DAILY REPUBLIC**
- **WATERTOWN PUBLIC OPINION**

Sold in combination and nationally represented by
Johnson, Kent, Gavin & Sinding Inc.

CATALYTIC 1.

**Market ceiling unlimited...
and the builders
keep asking "WHO?"**

OAI Publishes '58 Poster Annual

NEW YORK, June 16—Outdoor Advertising Inc. has begun distribution of its "1958 Poster Annual," a collection of award winning posters and painted displays.

The prize-winning posters were selected early this year in the 27th National Competition of Outdoor Advertising Art, sponsored by the Art Directors Club of Chicago (AA, Feb. 9, April 27).

A total of 183 poster and painted display bulletins are shown in the annual, including winners of the gold medal (Morton Salt, Needham, Louis & Brorby), silver medal (Jackson Brewing Co., Fitzgerald Advertising), bronze medal (Standard Oil Co. [Indiana], D'Arcy Advertising), prize winners in 16 classifications and honorable mention designs.

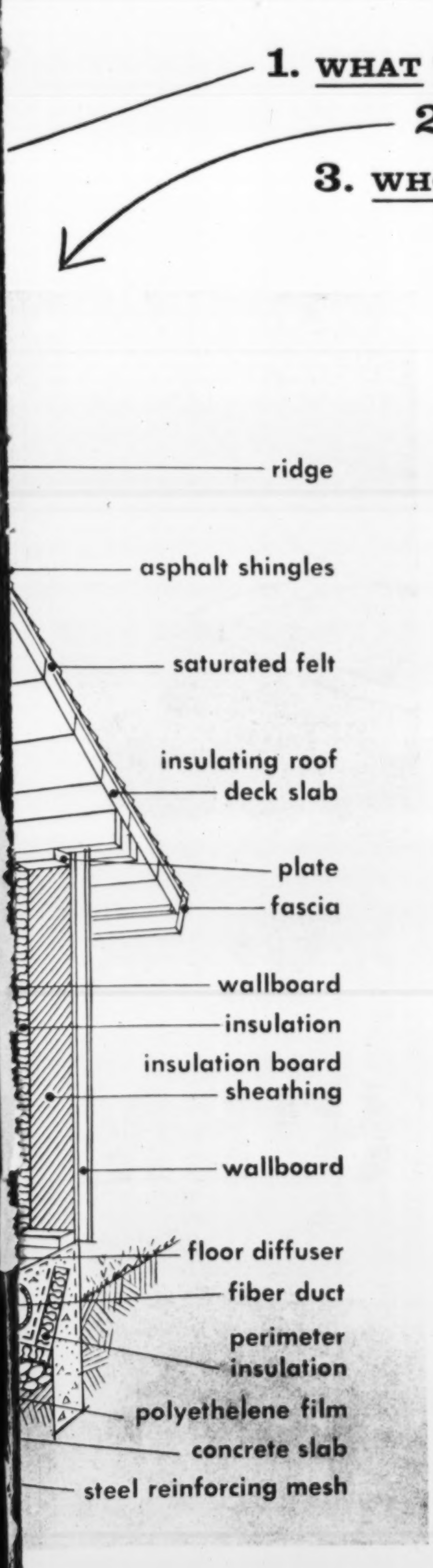
A new feature in this year's annual illustrates the design evolution of the three grand-prize winners.

The annual is scheduled for limited distribution to advertisers, agencies and art training institutions. #

Benton & Bowles Names Six

Mort Kramer, formerly copy group head at McCann-Erickson, has joined Benton & Bowles, New York, as an account executive. B&B also has named Virginia Graham, Alan Johnson and Floyd Vandewart copywriters. Miss Graham formerly was with Young & Rubicam; Mr. Johnson was with McCann-Erickson and Mr. Vandewart was with Al Paul Lefton Co. B&B has promoted Bern Kanner from an assistant media director to an associate media director and Roger Clapp from a media buyer to an assistant media director.

VANCE E. LOCKHART, *director of market research and advertising of Indiana Farm Bureau Cooperative Assn., has been named executive director of the American Marketing Assn., succeeding William C. Gordon Jr., who will resign from the AMA June 30.*



..2...3 ACTION!

1. WHAT TO BUILD

2. HOW TO BUILD IT

3. WHO MAKES WHAT IT TAKES

From the advertiser's point of view, what you see at the left is an appetizer... one of the many in American Builder's monthly feast for readers.

You see our editors telling the reader—in their time-saver style —*What* to build and *How* to build it. It's short, sharp, sure— and appetizing.

What our readers want for the next course is: *Who* makes what it takes to do the job. And that's an order American Builder's advertisers are happy to fill.

Cover to cover, issue after issue, you see this Catalytic Action at work... bringing interested reader and interesting product together.

And Now...

4. WHERE BUILDING IS HOT

Today, as rarely before, markets are on the move—builders are on the move... and American Builder's editors and circulation men are on the move, too... working fast to give you extended editorial and circulation coverage in America's new *growth* areas.

Write for your personal copy of "Markets on the Move." *And* —to keep your *sales* on the move—be Johnny on the spot when hungry readers ask this month and every month: "Who makes what it takes?"

NOBODY COVERS AMERICAN BUILDING LIKE THE

AMERICAN BUILDER

30 Church St., New York 7, N. Y. (ABC)

A Noted Educator says:

Bloomington-Normal Educational Standards are among the best in U.S. —Ideal for New Industry

The possibilities of receiving a fine education in Bloomington and Normal, Illinois, are unusually good. The people of the communities have shown by their support that they believe in education. As a result we have 21 elementary schools, including four parochial schools; and four high schools, including one parochial school. There are two universities—Illinois State Normal University with an enrollment of more than 3500 students and Illinois Wesleyan University with 1200 students. Both schools are over a century old and are considered as outstanding institutions of higher education in the Midwest. Both the schools and the community make available many cultural and educational events during the year.

If you are looking for a well-balanced community with a fine educational system, be sure to look into the possibility of making Bloomington and Normal in the central part of Illinois your home.

Ralph G. Bone
PRESIDENT
Illinois State Normal University

it's a fact!

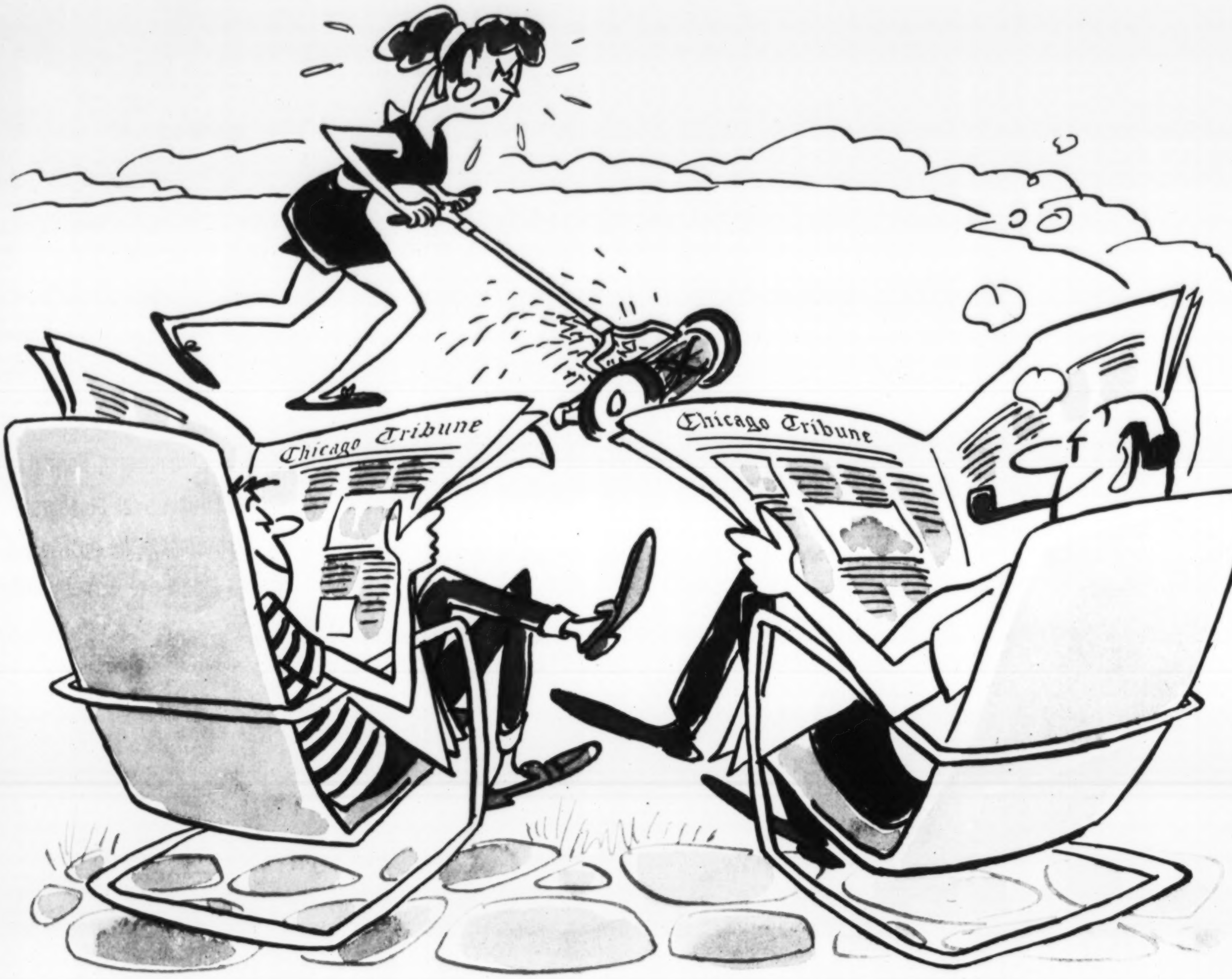
178,000 people with incomes 20% over the national average live in this area. Your advertising in the Pantagraph assures coverage of this market.

Chicago
BLOOMINGTON-NORMAL
St. Louis

THE Pantagraph
BLOOMINGTON-NORMAL, ILLINOIS

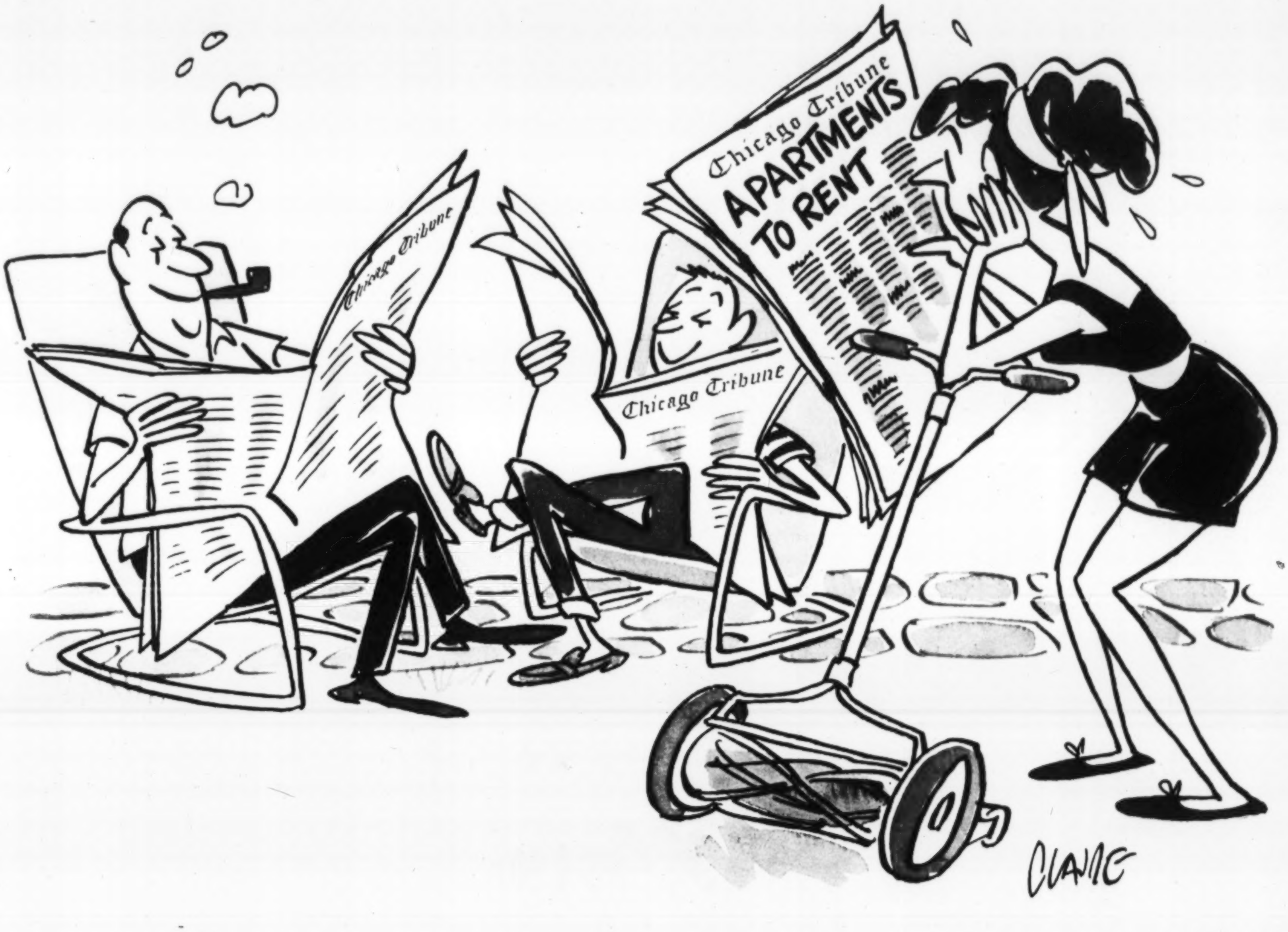
FULL COLOR
NOW AVAILABLE

Represented by Gilman Nicoll & Ruthman


Chicago Tribune
Chicago Tribune

More readers........

THE TRIBUNE GETS 'EM


Chicago Tribune
Chicago Tribune
APARTMENTS TO RENT
Chicago Tribune
Chicago Tribune

.....more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

one of the nation's Great Newspapers marking its 75th Anniversary

St. Petersburg Times
St. Petersburg Site Is Chosen For Presbyterian University

now in the

100,000

circulation class

daily 100,987 Sunday 101,493

LARGEST CIRCULATION IN THE NATION'S 26th METROPOLITAN MARKET

Made up of Pinellas County (St. Petersburg) and Hillsborough County (Tampa). Ranks 2nd in Florida, 26th in United States. This market was 44th in U.S. five years ago . . . 30th last year . . . now 26th, having passed:

- **Indianapolis, Indiana**
- **New Orleans, Lousiana**
- **Hartford-New Britain, Connecticut**
- **Bridgeport-Stamford-Norwalk, Connecticut**

The St. Petersburg Times has the largest circulation within this bi-county area, this billion dollar market —

CONCENTRATED CIRCULATION WHERE YOUR SALES ARE MADE.

Phone - wire - write the National Adv. Dept., St. Petersburg - 5-1111 - or call Branham Co., national representative.

St. Petersburg Times
FLORIDA'S BEST NEWSPAPER

'Sunset' Extends Zone Plan to Include Four-Color Ad Units

MENLO PARK, CAL., June 16—*Sunset Magazine* has extended its zone edition service to advertisers by making four-color ads available with the July issue.

Page rates for full color in zone editions will range from $1,560 for the northwest zone edition to $4,752 for a combination of the central and southwest zones.

Other color page rates are $2,600 for the central zone edition; $2,700 for the southwest zone edition; $3,724 for the combination of northwest and southwest, and $3,628 for the combination of northwest and central.

■ Zone advertisers which have signed up for color ads with *Sunset* on the new program include Pacific Northwest Pipeline Corp., with a major special section featuring two four-color pages and six b&w pages in July's northwest edition, and White House Foods, with a full-color page in the August southwest edition.

"*Sunset,*" explains L. W. (Bill) Lane Jr., vp and sales manager, "has provided zoned editorial since 1932 and has accepted zoned advertising in b&w and in two-color for many years. So far, in 1959, *Sunset* has averaged more than 100 zone advertisers per issue.

"Each of the zone editions," Mr. Lane continued, "is edited to serve differences within the West in the fields of travel, gardening, foods and building."

Wherever possible, Mr. Lane pointed out, "advertising availabilities are provided to give zone advertisers the same quality advantages enjoyed by advertisers in *Sunset's* entire eight-state area."

'SUNSET' SECTION IS TWIN 'FIRST' FOR UTILITY

SALT LAKE CITY, June 16—Pacific Northwest Pipe Line Corp.'s eight-page section in *Sunset's* northwest edition marks two "firsts" for a zone advertiser in the magazine—the use of four colors and the gatefold treatment of one page of the insert.

In the special section the company speaks for 11 participating utilities in the three-state area, in a campaign prepared and placed by Bozell & Jacobs, Seattle.

"This three-state *Sunset* push," explains Jerry Hines, B&J vp, "was undertaken after extensive research into consumer attitudes toward natural gas and attempts to sell the values of such gas for home and industrial use."

Cletis Reaves, chief photographer with El Paso Natural Gas Co., Pacific Northwest Pipe Line's parent company, traveled more than 10,000 miles in less than six weeks to shoot the major photos in the section.

FIRSTS—*The July Sunset Magazine will carry an eight-page gatefold insert in its northwest zone edition for Pacific Northwest Pipeline Corp., of which the folded color opening page and an inside b&w page are shown here.*

■ In addition to the *Sunset* insertion, according to B. Marshall Willis, advertising manager of the parent company, newspaper tie-ins will run each week for six weeks in 44 northwest markets, starting with the issue date of the July *Sunset*, which will be on newsstands June 25.

This advertising, Mr. Willis said, will be heavily merchandised in the area, with more than 500,000 reprints of the *Sunset* section to be distributed to customers and an additional 15,000 copies to employes and industry leaders.

In addition, window displays will be used to tie in with the promotion in leading Pacific Northwest cities. #

Sauerberg Elected President

William W. Sauerberg, Ward-Griffith Co., Chicago, has been elected 1959-1960 president of the American Assn. of Newspaper Representatives' Chicago chapter. Other officers elected are Jack J. McCarthy, George A. McDevitt Co., vp; E. V. McCoy, *New York Mirror*, secretary and assistant treasurer, and Paul V. Elsberry, Scheerer & Co., treasurer.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

I'M OLDER THAN YOU THINK*

* IN MANY WAYS

I'm 15 years old and can sew like an expert. Like the other 2,161,000 nimble-thimbled readers of AMERICAN GIRL, aged 10 through 16, I've learned to fashion a wardrobe, "face lift" my room.

Sell the market where buying begins. AMERICAN GIRL delivers your sales message first (median age 13.8).

AMERICAN GIRL MAGAZINE

Published by the Girl Scouts of the U.S.A.
830 Third Avenue, New York 22, N.Y.

"... and I promise never
to scold, fuss, fret...
or serve a breakfast coffee
after dinner!"
Compels*
The after-dinner coffee
MEDAGLIA D'ORO.
Espresso
COFFEE
12 OZ. NET

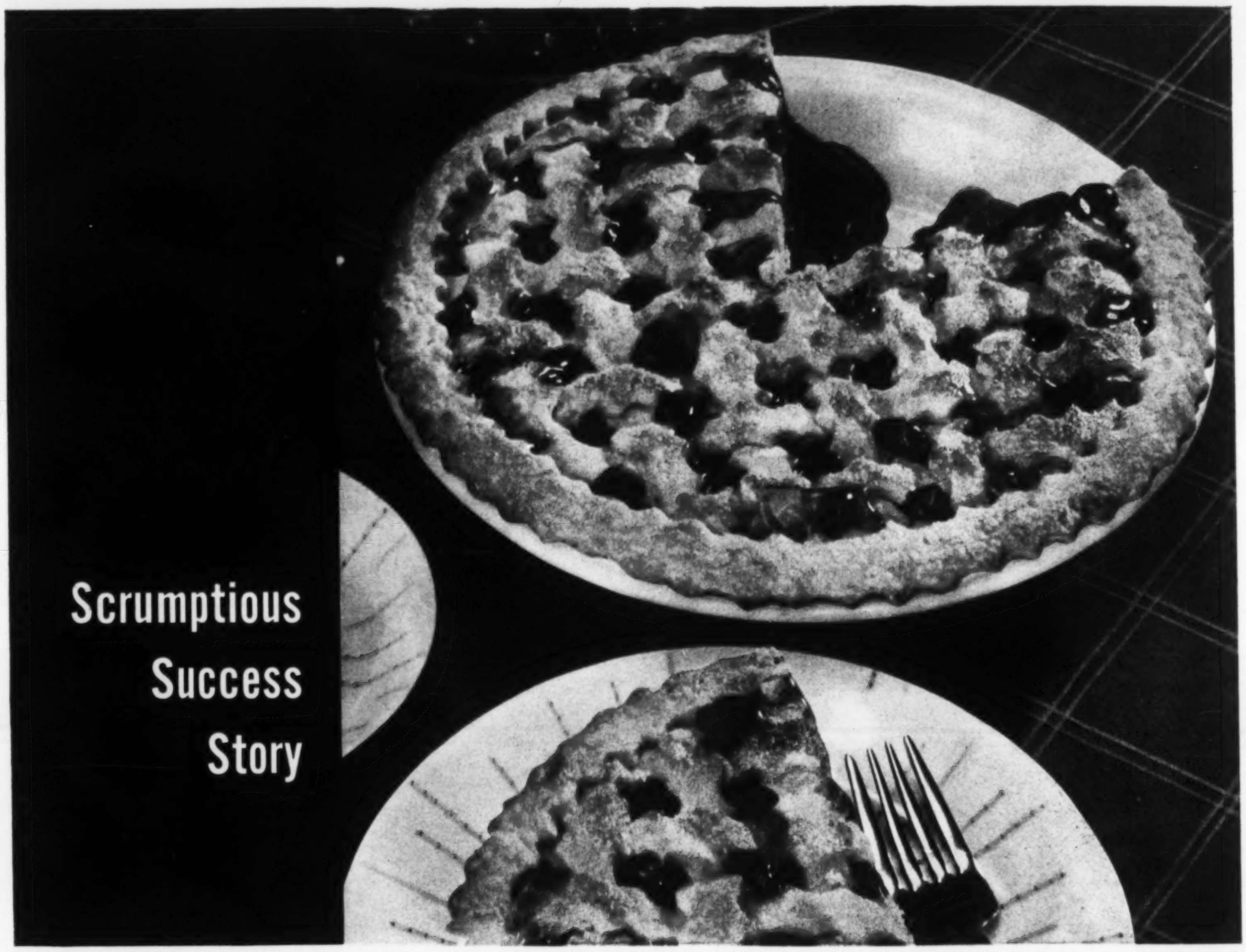
Advertisement prepared by MacManus, John & Adams, Inc.

* "... our New Yorker campaign has helped us win new customers ... brought a banner season of sales ... inspired nationwide requests which exhausted our entire supply of Imported Espresso Coffee Makers."

Lee J. Ross Advertising Manager, S. A. Schonbrunn & Co., Inc.

THE
NEW YORKER
MAGAZINE

Scrumptious Success Story



Five-Star Cherry Pie, as featured in Farm Journal's Country Cookbook. (Five-Star means way above par!)

MORE THAN 1000 TESTED RECIPES
FARM JOURNAL'S
COUNTRY COOKBOOK
FARM JOURNAL'S
COUNTRY COOKBOOK

Nostalgic? Or for those friends in the country? Available at all booksellers or send $4.95 to Farm Journal, 232 S. 7th St., Phila. (5), Pa.

"Fastest Selling Cookbook We've Ever Published!" says Doubleday and Company in a full page advertisement in the New York Times. In the first 91 days 91,000 FARM JOURNAL Country Cookbooks were sold. The first printing was 175,000 copies. The second printing is underway.

Talk about action! Talk about reader response! The announcement ad in FARM JOURNAL, alone, pulled more than $200,000 in orders—92% cash with order.

Striking as they are, these results are not hard to understand when you consider these facts: FARM JOURNAL is the farm magazine farm families *everywhere* depend on; FARM JOURNAL's farm families eat 37 million *more* home served meals each week than an equal number of urban families.

Here is good evidence of the want-to-buy of the big farm market and the power of FARM JOURNAL, the biggest seller *in the country*.

FARM JOURNAL

Graham Patterson, *Publisher*
Richard J. Babcock, *President*

International Unit of McCann Names Weaver, Sarmento

(Continued from Page 2)

pany.

Pat Weaver has been serving as a consultant to McCann-Erickson since December, working mainly on the production of the Coca-Cola network tv shows. He has also been a consultant to Kaiser Industries Corp.

Mr. Weaver left Y&R in 1949 to become vp in charge of the National Broadcasting Co. television network. He subsequently served as president and board chairman of NBC, pioneering in the introduction of new programming concepts and spectaculars for tv. He resigned from NBC at the end of 1956.

Reports that Mr. Weaver would join McCann in a fulltime capacity have been circulating for some time—but the reports generally had him pegged for a top television post in the agency. McCann's television boss is C. Terence Clyne, who has just been named a member of the agency's board of directors.

▪ In commenting on Mr. Weaver's appointment, Marion Harper said: "Pat Weaver, with his inclusive management background—with an advertiser (American Tobacco Co.), an advertising agency and a medium—has few equals as an exponent of advertising in the U.S. To name one field—he is singularly well equipped to contribute to the further rapid development of television in markets abroad."

Mr. Weaver takes over a post at McCann that has been traditionally rotated among the top executives of the parent company—an indication that he is being groomed for some other position. His immediate predecessor is Robert E. Healy, vice-chairman of McCann-Erickson Inc.

The agency has explained in the past that it considers it desirable for all of its top executives to have an intimate knowledge of the company's international operations.

Another of Mr. Weaver's predecessors as chairman of the international company is Frank K. White, who is now senior vp and treasurer of the parent company. Pat Weaver and Frank White were teammates at NBC. When Mr. White became president of NBC at the beginning of 1953, Mr. Weaver was named vice-chairman of the board. When Mr. White resigned at the end of 1953 to join McCann's international division, Mr. Weaver succeeded him as president.

▪ In naming Armando Sarmento president of the international company, McCann is breaking new ground in the agency business. This is the first time that an agency has tapped one of its non-American managers abroad for a president's position in New York.

Mr. Sarmento joined McCann as a trainee and opened its office in Rio de Janiero in 1935. He became a vp of McCann-Erickson Corp. (International) in 1947 and was appointed president of the Brazilian company in 1950. In 1957, he was named senior vp for all of the agency's Latin American offices.

Under Mr. Sarmento's leadership, McCann has become the largest agency in Brazil. McCann now has four offices in Brazil and billings exceed $5,000,000.

Mr. Sarmento is currently president of the Brazilian Advertising Assn. In 1957, he was elected Brazil's "Advertising Man of the Year."

Mr. Sarmento succeeds Wilbert G. Stilson, who has been president of the international company since 1957. Mr. Stilson, the agency's chief administrative officer under Mr. Harper, is exec vp of the parent company. McCann said Mr. Sarmento's successor in Brazil will be announced in the near future.

Arthur Grimes

M. McDonough

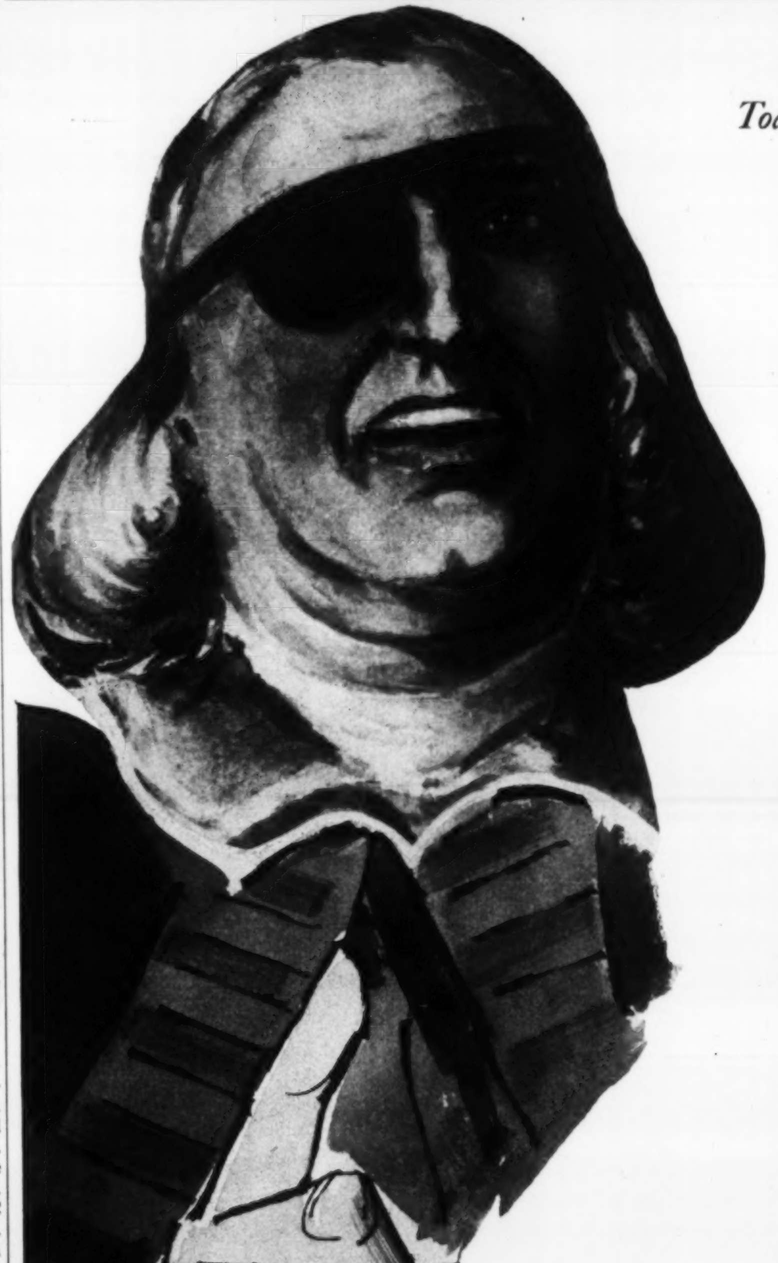
▪ Arthur L. Grimes, the new exec vp, is the day-to-day operations chief of the international company in New York. He has been permanent in this post while the president's and chairman's chairs have been rotated among a number of men during the past six years.

Mr. Grimes has been with McCann since 1951. He was formerly a top international executive with J. Walter Thompson Co. here.

Mr. Grimes has been in Australia for the past two months and after his return McCann may be ready to announce its invasion of this part of the world. McCann currently has 33 offices in 18 countries, but the Far East is a blank spot for the agency.

Morgan McDonough came to McCann in 1952 from E. R. Squibb. He has been vp and controller of the international company. #

A NEW IDEA IN HOUSE ORGANS
Original, exclusive ideas on business improvement. Fully Illustrated. Territory arrangement. Get sample issue, prices.
IRVING LEVY, 935 PARK AVE., N. Y. 28, N.Y.



Today, the "man with the eye patch" is identified with an item of apparel. Back in the 1700's American colonists identified the eye patch with a dynamic Methodist preacher, Captain Thomas Webb of the British army. With his green eye patch, red army coat and gleaming sword, Captain Webb presented a colorful picture — one which will appear in full color in the November issue of TOGETHER.

Together MAGAZINE
LAUNCHES ITS FOURTH YEAR
WITH A RECORD-128-PAGE ISSUE

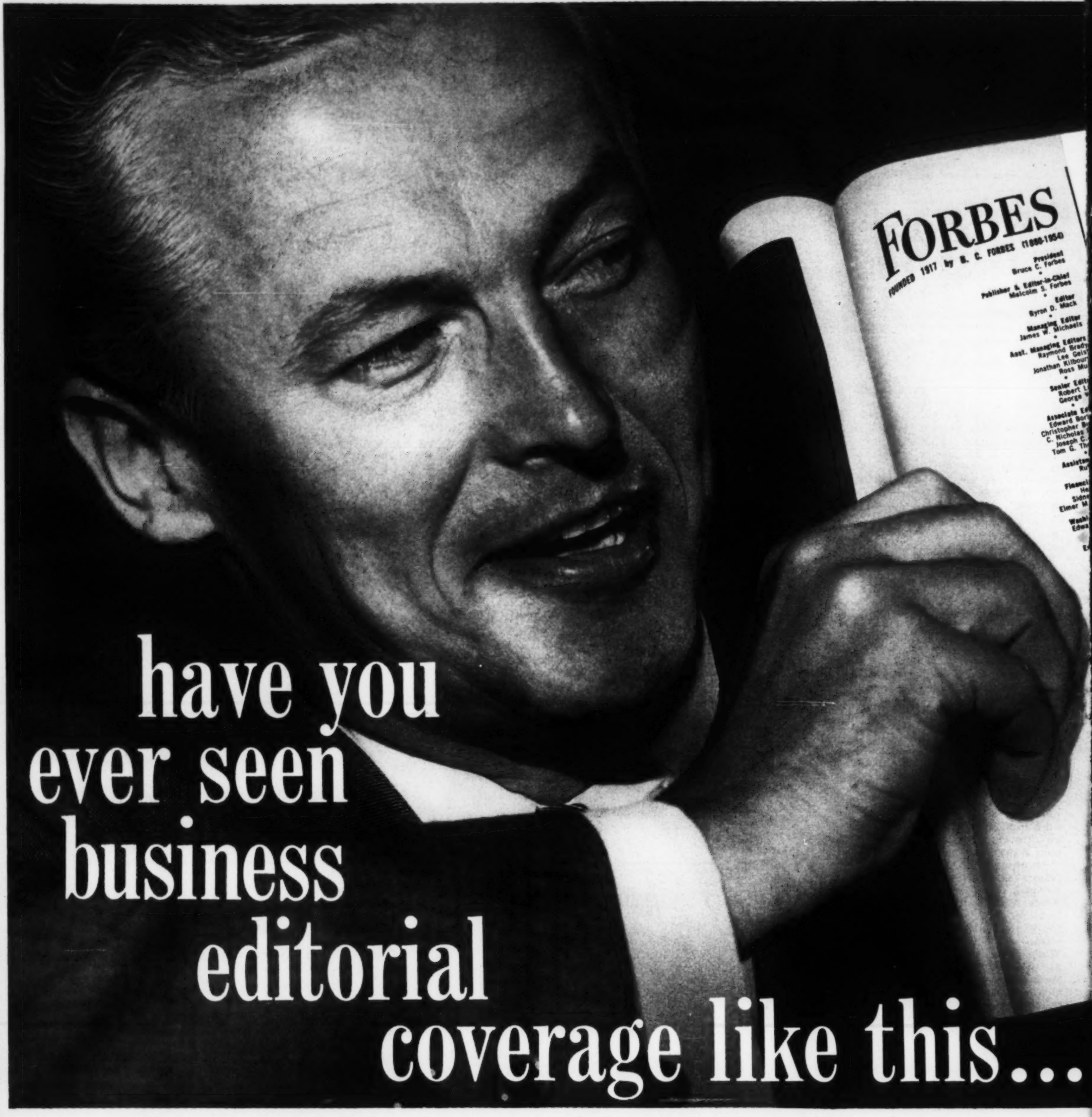
TOGETHER magazine is edited for families who share a common interest in church and community affairs. It is significant that the November issue spearheads the nation-wide observance of the 175th anniversary of the founding of The Methodist Church.

For advertisers, TOGETHER provides an opportunity to concentrate on a selected audience of small-city families—exceptional prospects for products for home and family use.

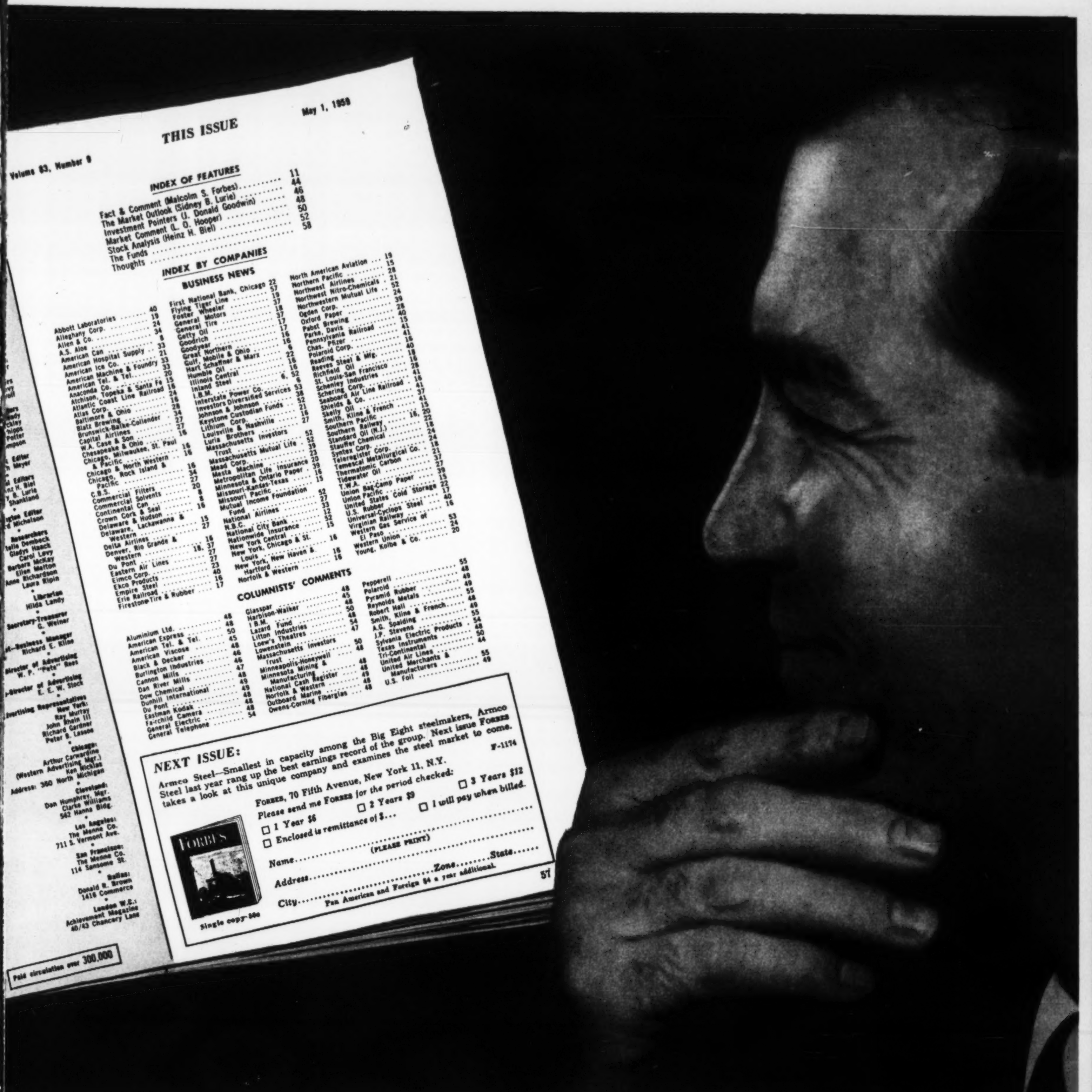
For full information on coverage and readership—as well as the November issue with its bonus circulation—write, wire or phone.

READ BY OVER 900,000 FAMILIES EACH MONTH

Together the midmonth magazine for Methodist families,
740 Rush Street, Chicago 11, Illinois


have you
ever seen
business
editorial
coverage like this...
FORBES
FOUNDED 1917 by B. C. FORBES (1880-1954)
President
Bruce C. Forbes
Publisher & Editor-in-Chief
Malcolm S. Forbes
Editor
Byron D. Mack
Managing Editor
James W. Michaels
Asst. Managing Editors
Raymond Brady
Lee Geist
Jonathan Kilbourn
Ross Mu

No... and you're not likely to! Forbes monitors business with more coverage, more gusto, more probing, more downright editorial facts than anybody you can name! Look at that index... over 100 top-ranking American public corporations are covered in just one issue, and Forbes does this 24 times a year. Forbes' articles are keen, penetrating analyses of company position, management and operations. Forbes isn't afraid to take a stand... and for just that reason, every issue of Forbes is read... cover to cover... by more than 300,000* top business executives! These are the men with YES POWER... the men who



May 1, 1959

Volume 83, Number 9

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40/43 Chancery Lane

Paid circulation over 300,000

NEXT ISSUE:

Armco Steel—Smallest in capacity among the Big Eight steelmakers, Armco Steel last year rang up the best earnings record of the group. Next issue FORBES takes a look at this unique company and examines the steel market to come.

F-1174

FORBES, 70 Fifth Avenue, New York 11, N.Y.
Please send me FORBES *for the period checked:*
☐ 1 Year $6 ☐ 2 Years $9 ☐ 3 Years $12
☐ *Enclosed is remittance of $...* ☐ *I will pay when billed.*
(PLEASE PRINT)
Name..............................
Address....................Zone.........State......
City..............................
Pan American and Foreign $4 a year additional.

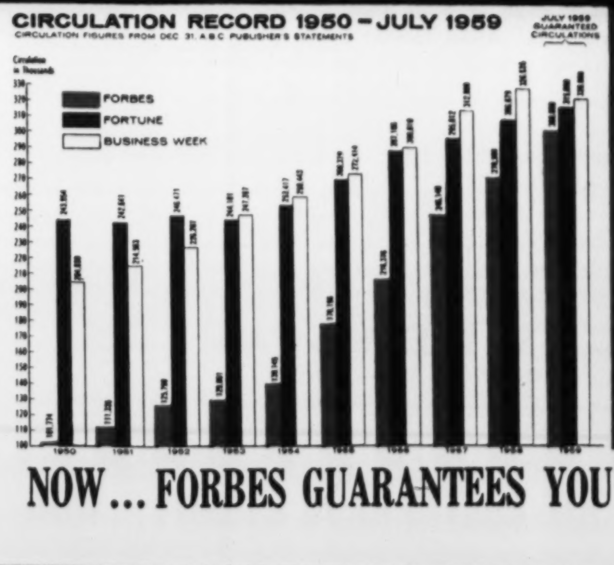
Single copy 50c

57

make the final decisions on what their companies buy... and where. These are the men you want to influence with your advertising and there's no better setting for your message than Forbes. Get the full story of the Forbes market and the result-records...and put your advertising where it will do the most good...in America's fastest-growing management magazine! To get a sample copy of Forbes' latest issue, drop a note to "Pete" Rees.

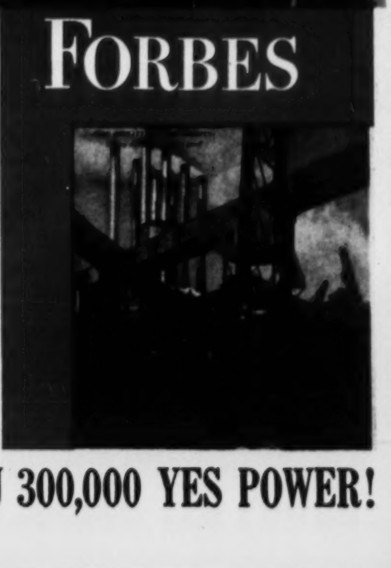
FORBES • 70 FIFTH AVENUE • NEW YORK 11, N. Y.

**New all-time high circulation guarantee!*



CIRCULATION RECORD 1950 – JULY 1959

CIRCULATION FIGURES FROM DEC 31. A.B.C. PUBLISHER'S STATEMENTS



NOW... FORBES GUARANTEES YOU 300,000 YES POWER!

'Researcher' Ogilvy Tells How to Judge Ad

(*Continued from Page 3*)

writer and the reader, deduct ....17 points

"If the illustration is lazy—if it does not work hard at selling the product—deduct................11 points

"If it requires more than a split second for the reader to identify the kind of product being advertised, deduct........................10 points

"If the brand name is not visible at a glance, deduct............ 9 points

"If the layout looks more like an advertisement than an editorial page, deduct........................ 7 points

"If the illustration lacks 'story appeal' — something interesting happening—deduct............ 6 points

"If a drawing is used instead of a photograph, deduct........ 6 points

"If the layout is cluttered or complicated, deduct.......... 5 points

"If there is more than one place to begin reading, deduct.. 4 points

"If type is used self-consciously for purposes of design, deduct .... 4 points

"If the body copy is set in reverse, or in a tint, deduct .... 4 points

"If any illustration appears without a caption, deduct........ 3 points

"If the illustration is defaced in any way, *e.g.*, by having the headline run into it, deduct...... 2 points

"If the illustration is any shape other than rectangular, deduct .... 2 points

"If the headline is set in more than one type face, deduct .... 2 points

"If the body copy is set in a sans serif face, deduct...... 2 points

"If the measure is wider than 40 characters, deduct........ 2 points

"If long copy is not broken with crossheads, deduct.............. 2 points

"If the first paragraph is more than 12 words, deduct........ 1 point

"If the paragraphs are squared up, deduct............................ 1 point

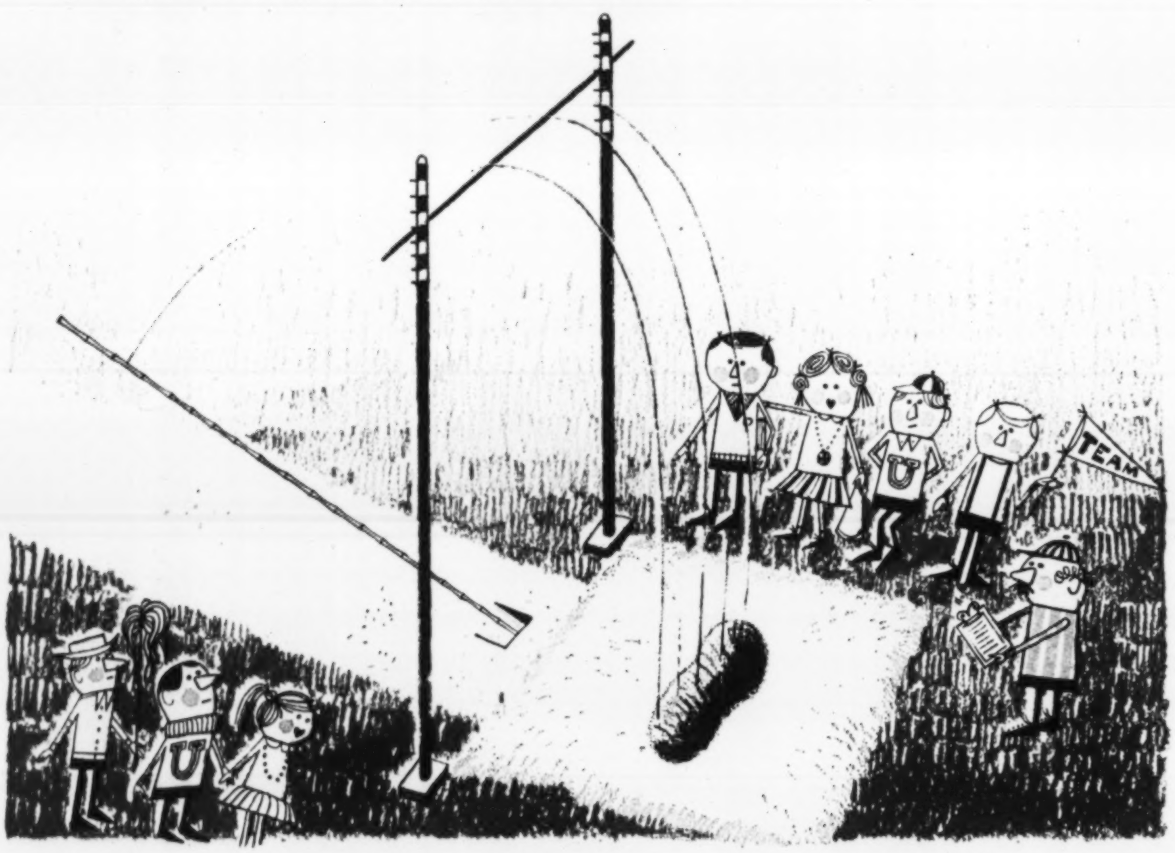
■ "Disqualifications:

"Any advertisement which would obviously be considered indecent or blasphemous by more than 5% of the readers of the publication in which it appears.

"Any advertisement which is obviously dishonest.

"Any advertisement which is an obvious imitation of another advertiser's advertisement." #

SOMETHING MISSING



. . . LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

✓ Actually, total effective buying income of more than $2.9 billion

✓ As much buying income as all of these free-spending markets added together: Newark, Yonkers, Bridgeport, East Orange, Stamford, New Rochelle, Mount Vernon, Greenwich and Bloomfield

✓ Not covered by San Francisco and Los Angeles newspapers

All of the big spenders aren't in Suburbia. Out in California's incredibly productive Inland Valley, there's a whole marketful of people with billions to spend. Tell them your story in the newspapers that go home day after day — the Bees.

Data Source: Sales Management's 1958 Copyrighted Survey

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Chevrolet, Calo Win Ad Film Top Prizes at Cannes

(*Continued from Page 3*)

has awarded a *Grand Prix* in the television field. Another Cascade production for Calo won a first prize last year in the 31-to-60-seconds tv commercial category.

While American films did well in the competition, two French producers captured the top prizes for over-all entries. The Golden Palm for Cinema went to Les Films Pierre Remont, Paris. The Golden Palm for Television went to Cineastes Associes, Paris.

■ The other American award-winners in television were:

• "Shaggy Dog," a 30-second commercial produced by Playhouse Pictures, Hollywood, for the Ford Dealers of Southern California and J. Walter Thompson Co.—first prize for animation up to 30 seconds.

• "Hockey," a Piel Bros. beer commercial produced by CBS Terrytoons for Young & Rubicam—first prize for live action or animation longer than 60 seconds.

• "Splitting Peas," an Anderson soup commercial produced by Goulding-Elliot-Graham Productions for Heublein Inc. and Bryan Houston Inc.—second prize for animation up to 60 seconds.

Other American award winners in the cinema competition were:

• "An American Visits Paris," a Chevrolet film produced for Campbell-Ewald by Arco Film Productions, New York, in cooperation with Cinema et Publicite, Paris—first prize in live action longer than two minutes.

• "Used Cars Z. Frank," a Chevrolet dealer film produced by La Comete-Andre Sarrut for Z. Frank Inc., Chicago, and W. B. Doner Advertising, Chicago—second prize for cartoons up to one minute.

■ In addition, special commendations were awarded to the following American tv film entries:

Coty's "French Spice," produced by MPO Productions, New York, for Batten, Barton, Durstine & Osborn; Dial soap's "Hobo Mystery," produced by Cascade for Foote, Cone & Belding; Zest soap's "Girl in Pool" and "Slide," both produced by Peter Elgar Productions, New York, for Benton & Bowles; Chesterfield's "Song of the Cowboy," produced by Filmways Inc. for McCann-Erickson; Charmin tissue's "Charmin Baby," produced by MPO for Campbell-Mithun; Carling's Stag beer's "Goldfish," entered by Edward H. Weiss & Co., Chicago; and Lestoil's "Penetrating Agent," produced by Robert Lawrence Productions for Jackson Associates.

The entries were judged by a jury of 11 advertising experts from 11 countries, one of whom was John Freese, head of tv commercial production at Young & Rubicam, New York.

The awards to the American entries were accepted by Wallace A. Ross, public relations consultant to the Film Producers Assn. of New York. Mr. Ross was the lone American representative among the 915 delegates to the festival. #

Shepard Joins WHAM

Richard Shepard, formerly director of radio and tv in the Buffalo office of Rumrill Co., has been named to the new post of general manager of WHAM, Rochester. Arthur W. Kelly will continue as station manager.

NEW VIEW...SAME VIEWPOINT

We have just moved to 444 Madison Avenue, New York. From our 43-story high world headquarters, tallest building on the Avenue, we have a commanding view of the East River, the United Nations and up and down New York's famous East Side. The view is new... but *not* the viewpoint. The same philosophy which has built Newsweek in 25 years to a world-respected editorial authority will continue to prevail: *a newsweekly should present the whole picture swiftly and reliably, with conscious effort not to usurp the individual's right to make his own judgments.*

NEWSWEEK • 444 MADISON AVENUE • NEW YORK 22 • PLaza 2-1500

Newsweek
N
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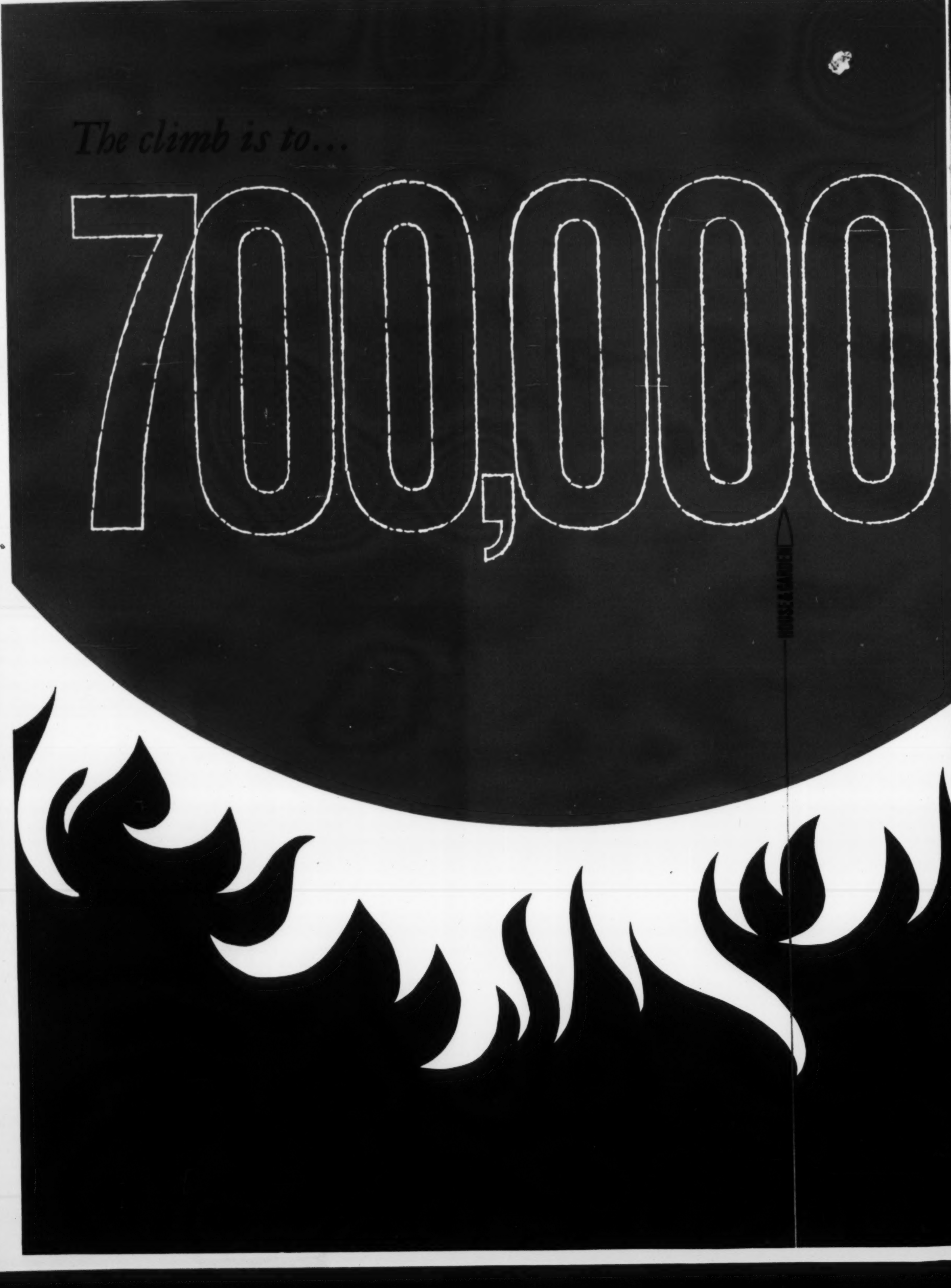
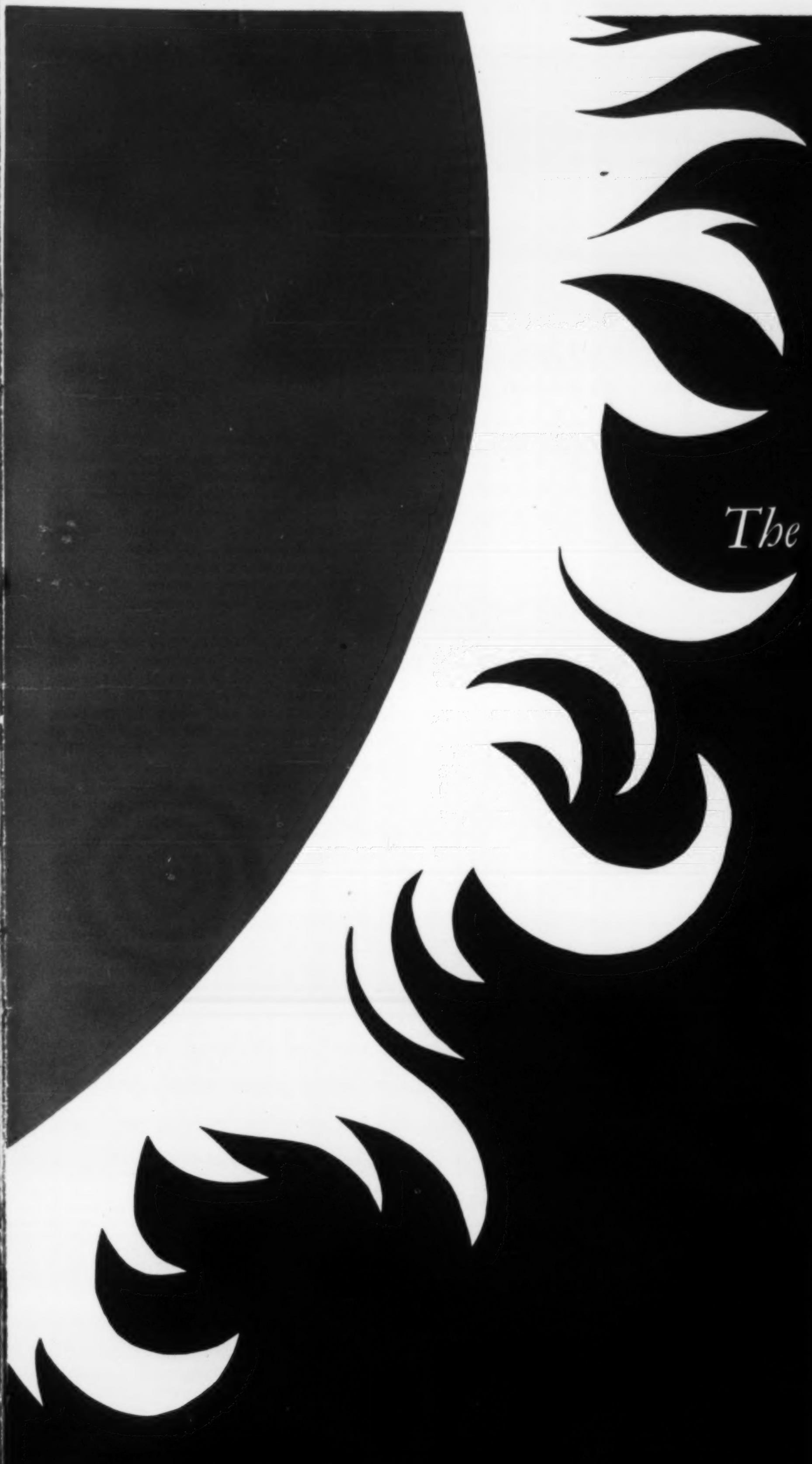
The different newsweekly for communicative people


The climb is to…
700,000
HOUSE & GARDEN



The climate is definitely hot!

HOUSE & GARDEN's circulation is hitting the highest peaks in its 57-year history. And it's off to even higher ones this Fall pushing an average 700,000...some issues will exceed 750,000!

But even more important than its exciting climb, is this amazing fact: As HOUSE & GARDEN grows, it continues to offer the same *select market* of quality-minded, home-centered suburban families. HOUSE & GARDEN is truly the "hottest" magazine for *your advertising in the quality home field!*

In case you wonder why H&G's circulation has skyrocketed, have you taken a look at the magazine lately? Our editorial approach and presentation goes to the heart of home-centered, suburban families who decorate, entertain, cook, build, garden, buy, right from the pages of the magazine. Products sold in this atmosphere sell with a conviction that can't be achieved anywhere else.

This Fall, in HOUSE & GARDEN, your advertising dollar will buy *more!*

- Our cost per thousand—the lowest in the field.
- Our circulation bonus—the largest in the field.
- Our rates remain the same—they're guaranteed for the remainder of '59. On a dollar for dollar basis, you'll be wise to cash in on H&G's growing power...power to *sell* ideas and *products*.

Here's an unequalled *active buying audience* for your products or services and for this reason alone *you cannot overlook them this Fall.*

House & Garden

A Condé Nast Publication · 420 Lexington Avenue · New York 17 · Boston · Chicago · Los Angeles · Miami

Adman in the News . . . *H. A. (Hi) Harty*

Harold A. (Hi) Harty, newly elected chairman of the board of National Industrial Advertisers Assn. (soon to be renamed Assn. of Industrial Advertisers), is determined to make the organization a positive force for the betterment of industrial advertising and marketing by the time his term expires a year from now.

Hi is manager of advertising and sales promotion of the Wolverine Tube and Calumet divisions of Calumet & Hecla, and also of the Wolverine Tube division of the company's Canadian subsidiary. Coordinated marketing is obviously an accomplished fact in his own organization, where Hi also serves as chairman of the advertising planning committee and of the sales meeting planning committee, as well as a member of the sales division advisory committee.

Harold A. Harty

■ A native of Michigan (he was born in Allegan 39 years ago), Hi went to Michigan State, worked in the personnel department of Ford Motor Co., and started his advertising career with Wolverine Tube in 1943, as a member of the ad department. By 1946 he was advertising manager, and in 1957 he was named manager of advertising and sales promotion.

■ Hi is no stranger to association and outside activities. He was president of Industrial Marketers of Detroit, the local NIAA chapter, in 1947-48 and again in 1957-58; he recently served as chairman of the Industrial Advertising Research Institute's project council, and he is active in the work of the Copper & Brass Research Institute. He lives with his wife, Lois, and their three children, in Birmingham, Mich.; his favorite recreations are hunting and fishing.

■ Mr. Harty has no illusions about the problems that face NIAA—nor any doubts about the association's ability to solve them and to develop a program which will make it more effective on both the national and the local levels.

Hi has already planned his year. The day after the end of the convention that elected him, he called a meeting of all officers, and announced that he had three phases planned for the year—the first, planning, to extend until Sept. 30. Then comes the doing or action stage, from Oct. 1 through April 15. And finally he has mapped out a reviewing stage—from April 15 through June 15.

■ He thinks it is foolish for an association to plan an annual convention, develop a theme and devote a great deal of time and effort to it, and then drop it. So he plans to have the association stick with the "Better advertising management — better marketing" theme of this year's meeting for the full year ahead.

He also believes that there is no reason to keep the seven vice-presidents of the association at work on regional responsibilities, so he plans to give them each an operational area of responsibility.

By and large, Hi Harty believes that careful thinking and some hard, shirt-sleeves work on the part of officers, directors and members can get the association moving forward toward more effective, positive action on the national front, and at the same time can result in stronger, more effective local chapters. He is convinced that local chapters and national organization can move forward together, as a team.

■ He is also firmly of the opinion that the Industrial Advertising Research Institute, which is now a corporate part of NIAA, but which would like to have its own corporate identity, should not be allowed to move off on its own. On the contrary, he indicates, it is his opinion that it should be integrated more closely with the parent association. #

BUY A KING-SIZE MARKET

EL PASO~ CAPITAL CITY OF The Fabulous Southwest

Effective BUYING INCOME
$423,908,000
Gain of 123%
over 1950

Further proof that El Paso is still on the Grow.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

-SM- HIGH SPOT CITIES again shows

Kalamazoo is the sales leader

of the entire East North Central region!

SALES JUNE

EAST NORTH CENTRAL
FORECAST FOR JUNE, 1959

Kalamazoo, Michigan	110.1
Indianapolis, Indiana	103.7
Kenosha, Wisconsin	102.9
Champaign-Urbana, Illinois	102.7
Bloomington, Illinois	102.7

In Sales Management's ranking of best retail markets for June, the index of each city compares its performance with that of the nation as a whole. (U.S. base index, 100.) Kalamazoo's index of 110.1 means its June retail sales are forecast to lead the national average by 10.1%.

For top coverage* of the entire prosperous Kalamazoo market, feature your products or services in the KALAMAZOO GAZETTE—the area's only daily newspaper—where your promotion attains maximum productivity. Ask the Booth Michigan Newspaper representative for complete data.

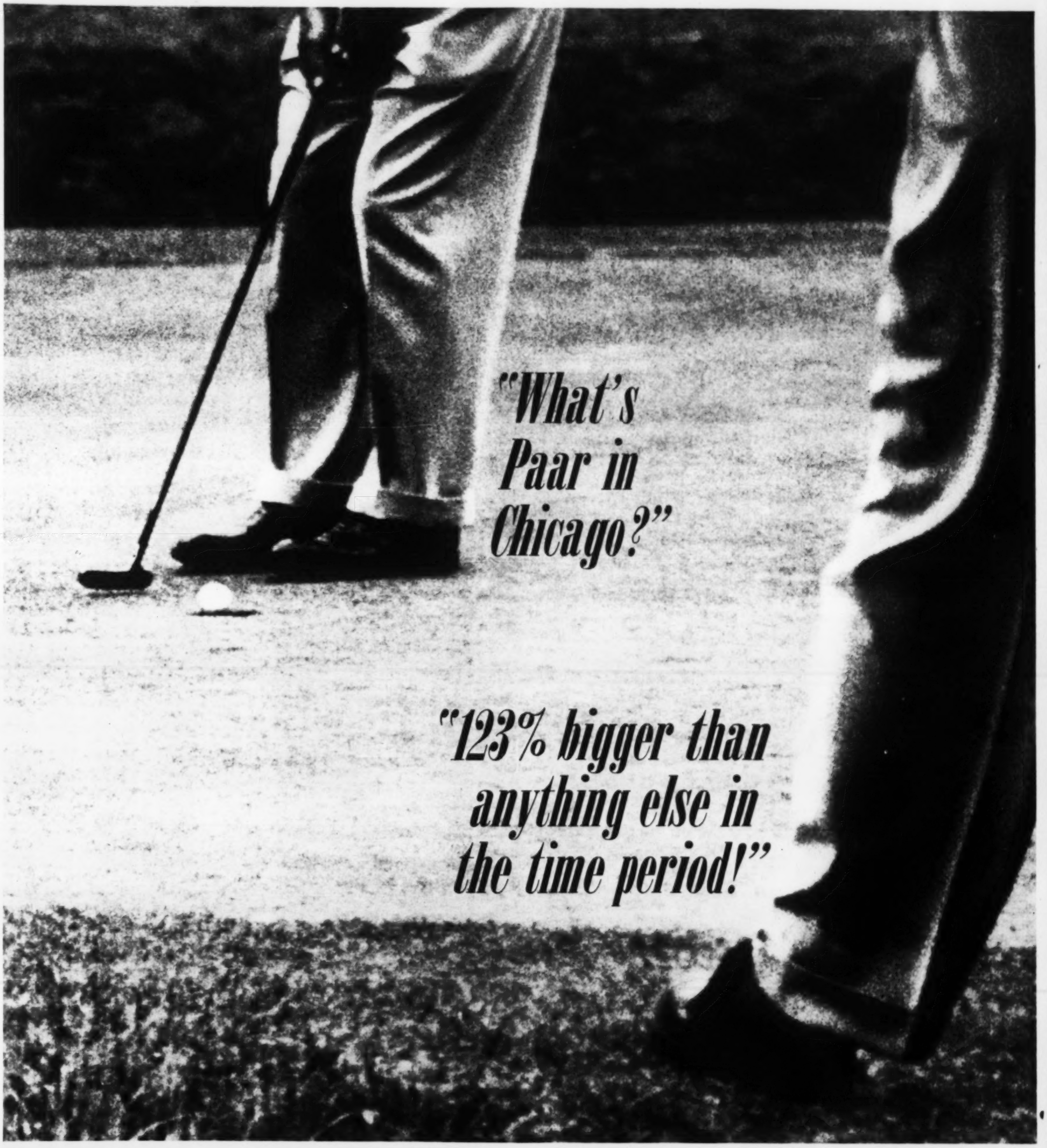
*93.7% IN THE CITY ZONE • *83.4% IN THE METROPOLITAN AREA • *56.5% IN THE ENTIRE TRADING ZONE

"The daily newspaper is the total selling medium"

KALAMAZOO GAZETTE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper


"What's Paar in Chicago?"
"123% bigger than anything else in the time period!"

According to ARB, that's how highly the Jack Paar personality scores with Chicago viewers. WNBQ's rating averages well over twice that of the feature film fare or anything else in the 10:15 p.m. to midnight time period, Monday through Friday. And on WNBQ, Jack delivers audiences at a cost per thousand homes as low as $1.15! Choose the favorite sport of Chicago viewers—Jack Paar—on Chicago's quality television station.

Channel 5 in Chicago NBC Owned Sold by NBC Spot Sales **WNBQ**

Source: ARB, April 1959

ZERO IN ON THE E.B.I. OF . . .

DAVENPORT METROPOLITAN AREA

272,600 people spend 68% of a per household E. B. I. of $6,384 _ _ _ better than Boston, equal to Houston. Use the only newspapers with unduplicated, 100% circulation in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County. Ill. _ _ _

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

DAVENPORT NEWSPAPERS
MORNING
EVENING
SUNDAY

Represented by Jann & Kelley Inc.

Copr. 1959 Sales Management Survey of Buying Power

Fight Anti-Candy Attitude with Ads, Hobbs, Treadwell Urge Confectioners

CHICAGO, June 16—Batten, Barton, Durstine & Osborn doesn't have a candy account, but it sure would like one.

What it does have is a big deluxe box of tempting ideas about what it would do with candy, and this it passed around freely at the 76th National Confectioners Assn. meeting here last week.

Whit Hobbs, vp of BBDO, New York, told the confectioners they needed a Big Idea—like Pepsi Cola's slim-and-youthful theme, cigarets' filters, and tea's "take tea and see" promotion—to offer strong, positive reasons why people should eat the candy they're dying to eat anyway.

■ Keynote of Mr. Hobbs' idea is a "You Need Candy" theme, a statement he said is absolutely true and scientifically provable. He said this thought should be sold by all candy makers and sold hard, via all media.

"Don't just say it, sing it. Sing it on the radio and on tv. Keep it catchy, keep it fun. Like this:

"It's the happiest discovery that
science ever made.
YOU NEED CANDY.
Every kid and every grown-up's
gonna join the serenade,
YOU NEED CANDY.
A delighted dietician
Found it has so much nutrition,
It can keep you in condition
On a polar expedition.
In addition, a physician
Found that candy's composition
Is the perfect ammunition
For your health and disposition.
Yes, you'll find that it will pay
To eat some candy every day,
Cause you NEED candy."

■ But at the same time, he said that candy shouldn't be sold with apologies and consolations. It should be sold with enthusiasm, imagination, vigor and humor—"the kind of selling that winks at your customer, that makes you a real friend of the family," he said.

"Right now," he charged, "you're putting too much emphasis on junk. You're selling cheap." He said, "This country does *not* need a 5¢ candy bar but a 10¢, 25¢ or a 35¢ bar—to hell with the price, as long as it's superb candy. (What can people do any more with a nickel? You can't make a phone call or buy a good cigar. You can't even go to the toilet. To hell with the nickel.)"

Mr. Hobbs had a slew of ideas about novel and timely candy names and packaging. Here are just a few:

- A bar called 77 Sunset Strip "that would be the most, to say the least," or Kookie Kandy.
- "A Big Daddy bar with Burl Ives singing its praises."
- A big round candy called Hula Hoop.
- Fortune Candies with corny, crazy fortunes in them.
- A business man's candy called Executive Sweet, for men who have large corporations.

He also suggested dry candy like dry wine and dry beer, candy fortified with vitamins for kids, low-calorie candy for adults, handy candy dispensers for the kitchen, fluorescent candy to be eaten in the dark at movies.

■ A crash program of advertising, merchandising and pr to counter anti-candy publicity about tooth decay and weight gaining, was urged on the confectioners by William Treadwell, vp of Grey Advertising, New York.

Obviously, Mr. Treadwell pointed out, any food can become dangerous when consumed in excess. But, he said, "unless we want to have candy obliterated from the world of food, we must not sit by and let these poison darts deflate the consumer's desire for candy."

Actually, he said, surveys have shown that the American public's sweet tooth has been greatly underrated. "Taste tests have proved time and again that we prefer foods with more sugar than is ordinarily used."

■ Mr. Treadwell proposed that the confectioners promote candy as part of the pattern of sociability. "Promote 'share your candy' as the thing to do among friends. Make 'togetherness' synonymous with candy eating," he urged. #

"Time dijo..."
"Time dijo..."
"Time dijo..."

"...moon shots...Salk shots...nuclear test shots..."

To guide their growing nations and industries wisely, Latin American leaders have to keep up with *all* the news.

What happens in the U. S. and the world is vitally relevant to their political and business plans.

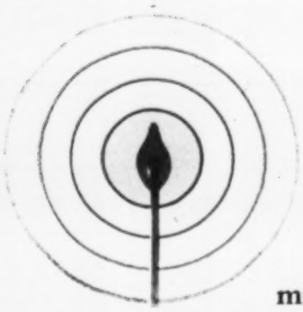
For the clearest, most concise and comprehensive accounts of today's complicated news events, these responsible people rely on TIME.

So when news comes up in their conversations, it comes in with the words "TIME dijo..."—"TIME said..."

TIME
THE WEEKLY NEWSMAGAZINE
LATIN AMERICA

The most talked about magazine in Latin America

TIME Latin America is published weekly in English. It consists of the editorial content of the U.S. Edition plus additional Latin American news and advertising directed to its special audience.

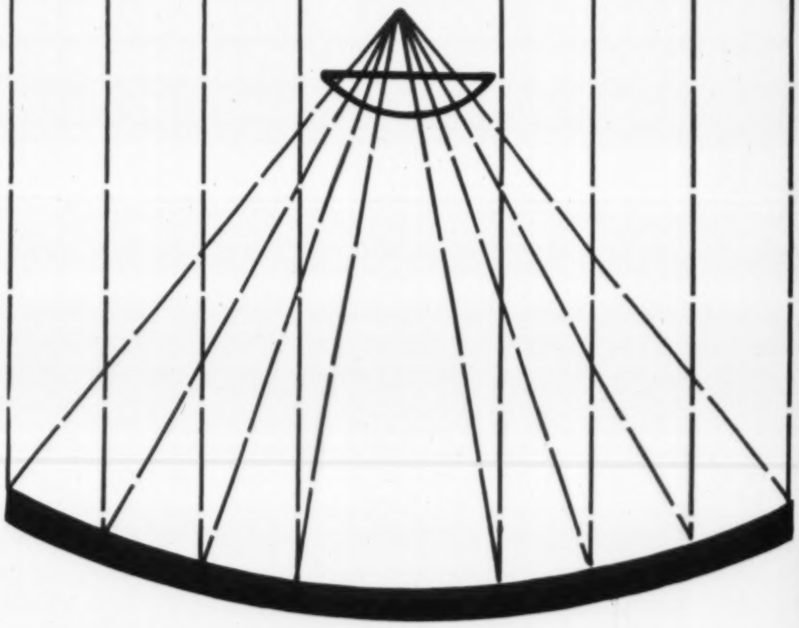


Infrared is not advertised—but it's a hot button for the electronic design engineer. This 128 page issue discusses techniques, measurements, materials, and components . . . furnishes a climate of reader interest to stimulate action and response.

If you make the tubes, components, semiconductors, or parts that go into making an electronic end product; the materials to fabricate these parts; the wire, hardware, or connections to assemble them; or the test equipment to test their performance—*Electronic Design* will work hard for you. More than a magazine, *Electronic Design* is a selling force!

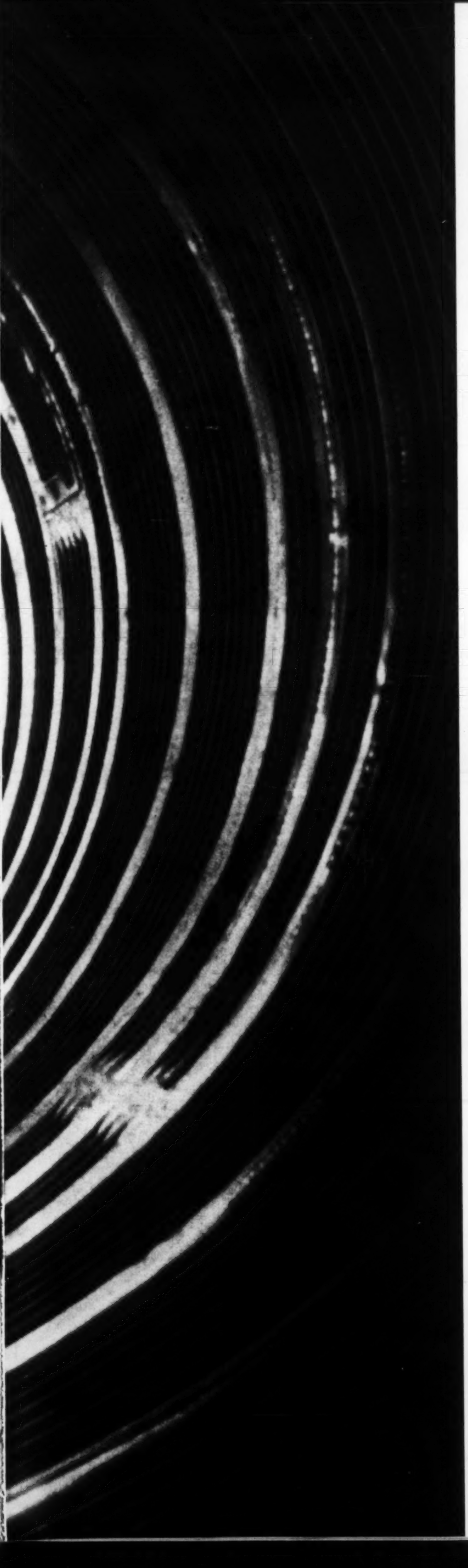
Your electronics advertising will be *read* in *Electronic Design*.

ELECTRONIC DESIGN



IR

First of a Series of Articles on Infrared
Starting This Issue . . . . page 22



BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aviation market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week

Including Space Technology

A McGraw-Hill Publication, 330 West 42nd St., New York 36, N. Y.

Aviation's largest engineering-management audience.

ABC PAID CIRCULATION 71,950

Single Audit to 'Take Auditing Out of Politics' Urged on NIAA by Marsteller

Give Buyers Truly Comparative Breakdowns, Says Agency President

NIAA Convention

SAN FRANCISCO, July 17—The business paper field needs a single auditing organization for all publications, both paid and free.

There is little possibility that either of the two existing principal auditing bureaus will take over the total job; in fact the current indications are that more and more auditing operations—producing audits which are not comparable with each other—will develop.

Therefore, a new organization to audit both paid and free business papers is needed, and a group of independent leaders in industrial advertising should seize the opportunity to get it up.

▪ This was the thesis of a talk by William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, before the 37th annual conference of National Industrial Advertisers Assn. here this week.

"I think our only hope is to start over," Mr. Marsteller said. "I think our only hope is to build a single, new house specifically to provide a single comparable audit of business paper circulation. I believe its architects must include men who have lived in the Audit Bureau of Circulations edifice, and men who helped create Business Papers Audit. I believe that among past or present board members of Verified Audit Circulation Co. are men who should be invited to participate.

"It would be fine if NIAA, Assn. of National Advertisers or the American Assn. of Advertising Agencies could furnish the impetus for such action, but that is probably unrealistic. The action must be triggered by individuals.

"It has been said," Mr. Marsteller continued, "that there can be no single audit until Associated Business Publications and National Business Publications merge. This, I think, is asking too much. I would suggest instead that with a single audit, ABP and NBP could continue with their programs as they wished.

▪ "The presence of a single audit need not deter those publishers who feel there are fundamental values in paid circulation from adhering to that philosophy. And there would be no bar to the free controlled publisher's promoting his wares as he wishes.

"What I am proposing is that we take audits out of the area of politics and competitive pressure, and let the selling be done on philosophies and what the figures show, how the figures are gathered. And I am proposing that we, at least, give our buyers truly comparative breakdowns.

"The standards of such an organization would necessarily be high. Some publishers will say that they can or can't afford to qualify for such an audit. That is one of the unfortunate things about getting a business started—or in operating a small business—but it is a fact of life."

▪ Who should start the ball rolling? Mr. Marsteller said that "in the absence of anyone else, if there is enough interest in this proposal, we'll be willing to take the initiative, and then step back. If you agree it is worth pursuing, let's hear from you.

"Many of you will say that this is utopian, and it is—but no more so than the utopian dream we have cherished for the past ten years that, somehow soon, one of the presently constituted bureaus can give us what we desperately need.

"Of this I am sure: Unless something is done to put the buyers' full influence behind a single audit, there will be no audit worth the paper on which it is reproduced."

The people who might best implement such a program, Mr. Marsteller said, are those who have served on ABC or NBP or VAC boards. Specifically, he suggested people like Harold Wilt, J. Walter Thompson Co.; Ed Grauel, Eastman Kodak; Bill Sproull, Burroughs; Scotty Sawyer, Chirurg; Hi Cassidy, McCarty Co.; Bill Matthews, Young & Rubicam; John Veckly, U. S. Steel; Bill Farrell, Monsanto Chemical, and a number of others.

"Suppose," he said, "that after roughing out the framework, they asked representatives of ABC, BPA, VAC and unaffiliated publishers of various sizes to sit with them in another meeting to hammer out a basis of standards and a basic structure. I think the job could be done." #

Friedman Joins Trav-Ler Radio

Jerry Friedman has joined Trav-Ler Radio Corp., Chicago, as advertising manager. For the past two and one-half years he has been with Cowles Chemical Co. in sales.

memo:

Who BUYS?

In the hotel-
motor hotel field,
the manager makes
over 88% of all
buying decisions.
8154 hotel and
motor hotel managers
read

THE
HOTEL MONTHLY

105 W. Adams St.
Chicago 3, Ill.

a Clissold Businesspaper

USE "THE MOST

Because here

YOU CAN GET MORE
SALES
OUT OF EVERY
ADVERTISING DOLLAR!

All media selection is theory until the results are counted. If your job is to sell products or services to business—or even consumer goods to quality buyers, remember that time and time again key advertisers are finding The Wall Street Journal far outpulls any other medium. You just can't know how good your advertising really is until you put it to work for you in The Journal! And it's not surprising, when you consider that the men with the biggest buying responsibilities say they rate The Wall Street Journal "The Most Useful One" when they compare *all* newspapers and magazines. So switch now—and use this one *heaviest* for heaviest *results.*

Always remember—never forget:

TODAY AND TOMORROW THIS IS THE

CBC Tries Jingle Technique

Canadian Broadcasting Corp. has begun using jingles to promote one of its radio network programs, "Tommy Hunter Show," aired Monday through Friday from 1:15 p.m. to 1:45 p.m., E.S.T. Three jingles, composed by Bobby Gimby, Toronto musician, are being used. L. D. Brown, director of CBC's information services, said, "We're experimenting with this type of program promotion, and if it is successful, we plan to go into it further this fall."

Graphic Controls to Rumrill

Graphic Controls Corp., Buffalo, has named Rumrill Co., Buffalo, to handle its advertising. The corporation manufactures printed charts, data processing and business forms and folding paper boxes. Its subsidiaries include Clarkson Press, Technical Charts, Staebler & Baker, Roto-Form, Amherst Printing Co. and Technical Sales Corp.

Lennon Joins 'Army Times'

George R. Lennon has joined Army Times Publishing Co. as resident Tokyo manager, where he will have managerial duties for Japan and the Far East in relation to *Army Times, Navy Times, Air Force Times* and *Military Market*. Mr. Lennon was formerly assistant media director at Johnson & Lewis, San Francisco agency.

Dennis Dowell Joins Petsche

Dennis W. Dowell has joined George T. Petsche, Advertising, Washington, as research director. Mr. Dowell was formerly field director of the Bartholomew County Gerontological Research Project.

KCRG-TV Names Branham

KCRG-TV, Cedar Rapids, Ia., previously handled by Weed Television Corp., has named Branham Co. its national representative.

'Coffee & Tea' Finds Fewer Marketers Use Premiums; Buy More

NEW YORK, June 16—Fewer coffee and tea packers are using premium promotions this year, but those who do are using them more intensively, according to a survey issued by *Coffee & Tea Industries*.

The survey revealed that somewhat more than half of all coffee and tea companies used premium promotions this year as compared with a ratio in 1958 of almost 60% of these companies.

Where the companies make any changes in premium budgets, the trend is to allocate a larger percentage of gross sales and a bigger total amount, the survey disclosed.

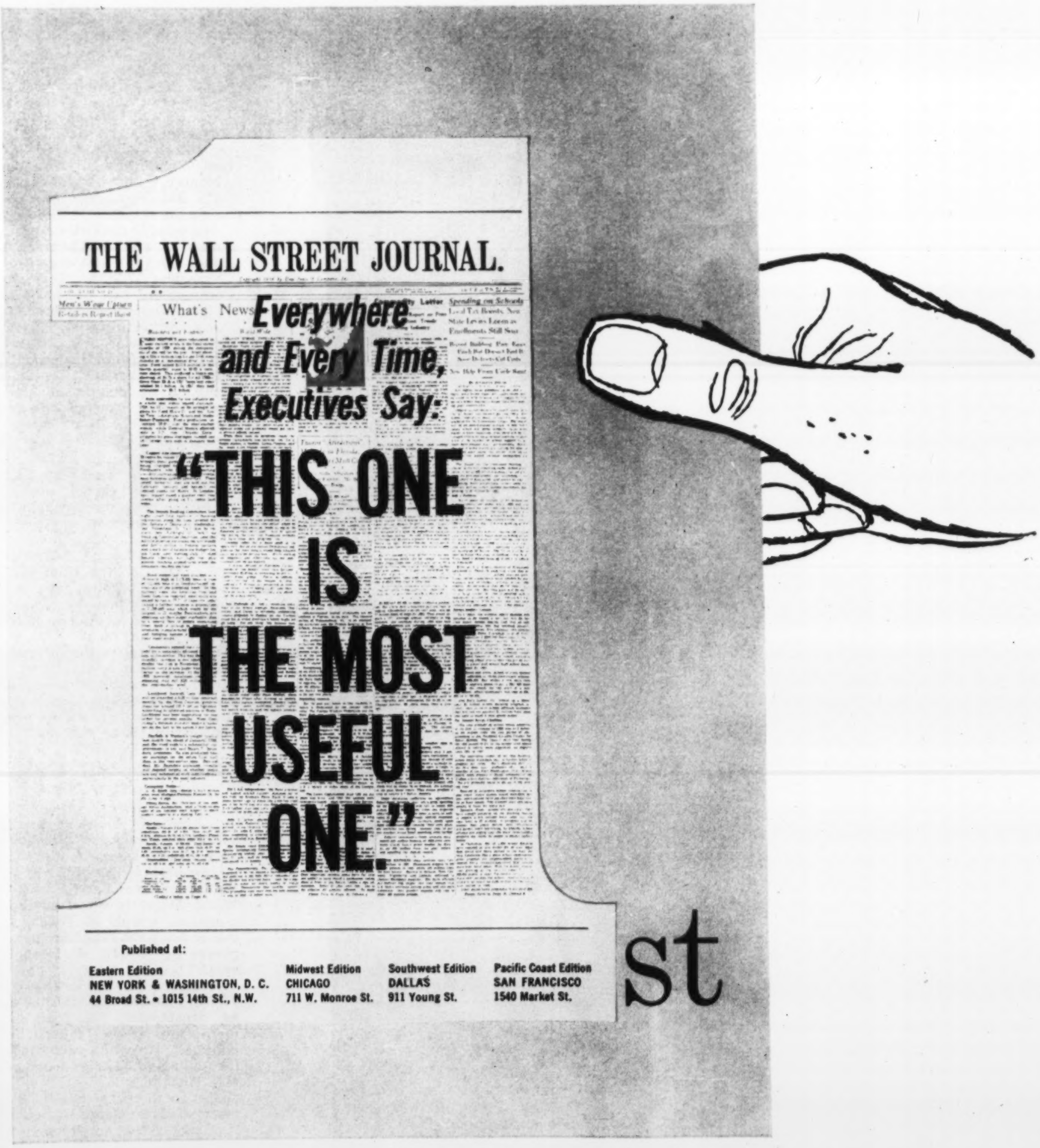
Self-liquidating offers top all other coffee and tea premium promotions for the third year in succession. They represented 53% of the offers. Giveaways were second, with 41%; combination deals were third, with 35%. #

281 Companies Comply With DMAA Code

Compliance pledges from 281 member companies of the Direct Mail Advertising Assn., New York, have been given so far to the organization's new code of ethics and standards of practice covering the rental and exchange of mailing lists. Last week, a transmission error resulted in ADVERTISING AGE reporting "28" companies pledging compliance.

Meanwhile, DMAA has reported 106 new members added to its roster in the six weeks ended June 15. This represented a membership gain of more than 5%.

USEFUL ONE" MOST



ONE FOR "GETTING AHEAD IN BUSINESS."

© Dow Jones & Company, Inc. 1959

ALABAMA HAS 3 BIG MARKETS . . .

. . . and they can't be covered by 2 newspapers!

MONTGOMERY
BIRMINGHAM
MOBILE

If your Alabama media schedule includes only Birmingham and Mobile, you are just covering half of the market! Montgomery is a MUST on your schedule for these reasons:

- Montgomery leads all Alabama cities in S-M's "30 Best Markets" in 1958-59.
- Montgomery ranks EIGHTH IN THE NATION'S CITIES according to Rand-McNally's most recent survey of economic stability.
- 25% of Alabama's retail sales are made in the area covered by The Montgomery Advertiser and Alabama Journal.

Are your sales quotas and space schedule now in line? If not, better call

KELLY-SMITH CO.

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET
The Montgomery Advertiser
ALABAMA JOURNAL
MORNING—EVENING—SUNDAY

Again in 1958 and for the seventh consecutive year
LA PRESSE has published

The LARGEST DISPLAY VOLUME
OF ALL
NEWSPAPERS IN CANADA

Also
Greatest Lineage in
RETAIL — DEPARTMENT STORES
of any publication in Canada

LA PRESSE
DAILY AND ROTOGRAVURE
Head Office: Montreal, Canada
U.S. Representatives: Shannon & Associates Inc.

Adman in the News... *G. L. Knapp Jr.*

An Oklahoman who has joined in inter-media campaigns to aid all advertising in his home state will now attempt to expand this cooperation to national scale on behalf of the outdoor industry.

G. L. Knapp Jr.

George L. Knapp Jr., partner in Knapp Advertising Co., Tulsa, says one of his primary functions as new president of the Outdoor Advertising Assn. of America (AA, June 15) will be "to achieve better understanding with our citizens and with some sections of the press."

Mr. Knapp worked with newspaper people in Oklahoma recently to insure that the control bill for liquor sales in the state would allow institutional and brand advertising. Oklahomans recently voted to change their constitution and allow liquor to be sold in the state.

■ Last year OAAA faced a raft of state bills (submitted pursuant to the federal highway legislation), aimed at restricting the use of signs along the new federal highway system. Only two states (Maryland and Connecticut) have passed laws suggested by the U. S. Department of Commerce.

"The actions by the state legislatures [most of which considered restrictive legislation and turned it down] have convinced me that there is no great outcry of public opinion against outdoor," Mr. Knapp said.

"Groups that are opposed to us don't represent majority opinion, and we will try to reach a better understanding with them."

■ A native Oklahoman, Mr. Knapp, 43, was born in Shawnee and was graduated from the University of Oklahoma. With his mother, Mrs. George L. Knapp Sr., and his brother, Thomas J., he is a partner in Knapp Advertising Co., which operates branches in Okmulgee, Muskogee and Ponca City, Okla., and Arkansas City, Kan. He is also treasurer of Knapp Advertising Co. Inc., which operates in Norman, Ardmore, Enid and Chickasha, Okla. Both companies were founded by his father.

His outside activities range from banks to wildlife. He is commissioner from the first district of the Oklahoma Wildlife Conservation Commission; past president of the Tulsa Executives Assn. and the Tulsa Advertising Federation; a national director of the Izaak Walton League of America and a board member of the tenth district, Advertising Federation of America, Tulsa Better Business Bureau and the Farmer & Merchants State Bank, Tulsa.

■ Among the goals Mr. Knapp hopes to see reached during his tenure as president is the formalization of results of a market research program for outdoor. This research, studying traffic origin and destination, repetition and definite figures on viewing, has been going on for three years, with one final field study being made before results are screened.

On the vital matter of industry sales, Mr. Knapp said: "On the basis of orders already received, we know 1959 will be a better year than 1958. And we look for a really big year in 1960." #

'Minneapolis Star,' 'Trib' Appoint 6 to New Posts

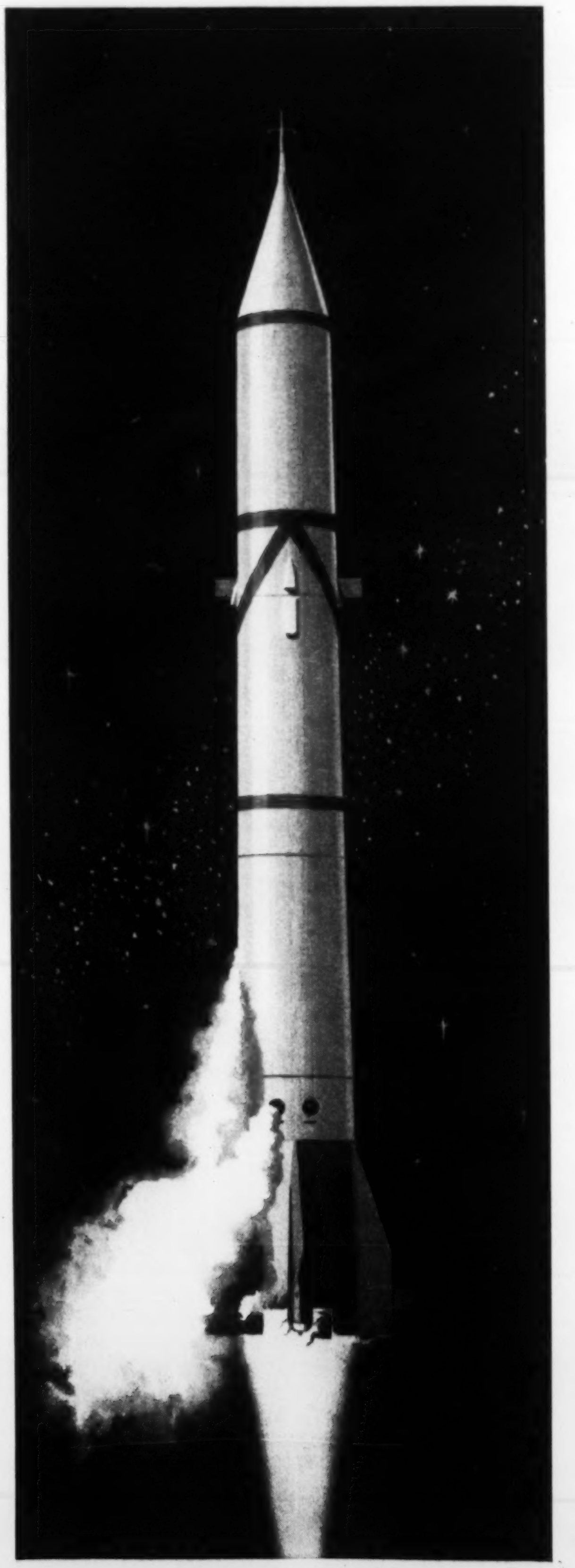
John Cowles Jr., vp and assistant business editor of the *Minneapolis Star* and *Tribune*, has been named associate editor of the newspapers. Succeeding him as assistant business manager is Robert Witte, formerly retail advertising manager. Harold E. Hughes, formerly assistant retail ad manager, moves up to Mr. Witte's former spot.

Robert F. Huebscher, hard lines division supervisor in the retail ad department, has been named to the new post of retail ad sales manager. He will assume most of the duties formerly handled by Mr. Hughes while other of those duties go to Richard I. Halvorsen, retail ad office manager. Neil Nash, formerly retail ad salesman, has been named to succeed Mr. Huebscher.

Cole Named Creative Director

Robert S. Cole, vp of George H. Hartman Co., Chicago agency, has been named to the new post of creative director.

U. S. Army Redstone Long-Range Missile Artillery. Range 200 miles.



It's Loaded
with buying power . . .

THE INDIANAPOLIS AREA*

● Count down. Then . . . stand back!

Here's where the Indianapolis area "blasts off," straight up!

Retail sales in this rich, populous 45-county area are larger than the retail sales in each of 23 different *states!*†

Take metropolitan Indianapolis alone. It ranks 8th in retail sales per household . . . and 13th in effective buying income per household . . . among the nation's 33 largest metropolitan areas . . . populations over 650,000.†

The key to this rich Indianapolis market is The Star and The News. They cover Indianapolis like a nuclear warhead, and mushroom your message throughout the 45-counties. Write now for full market details.

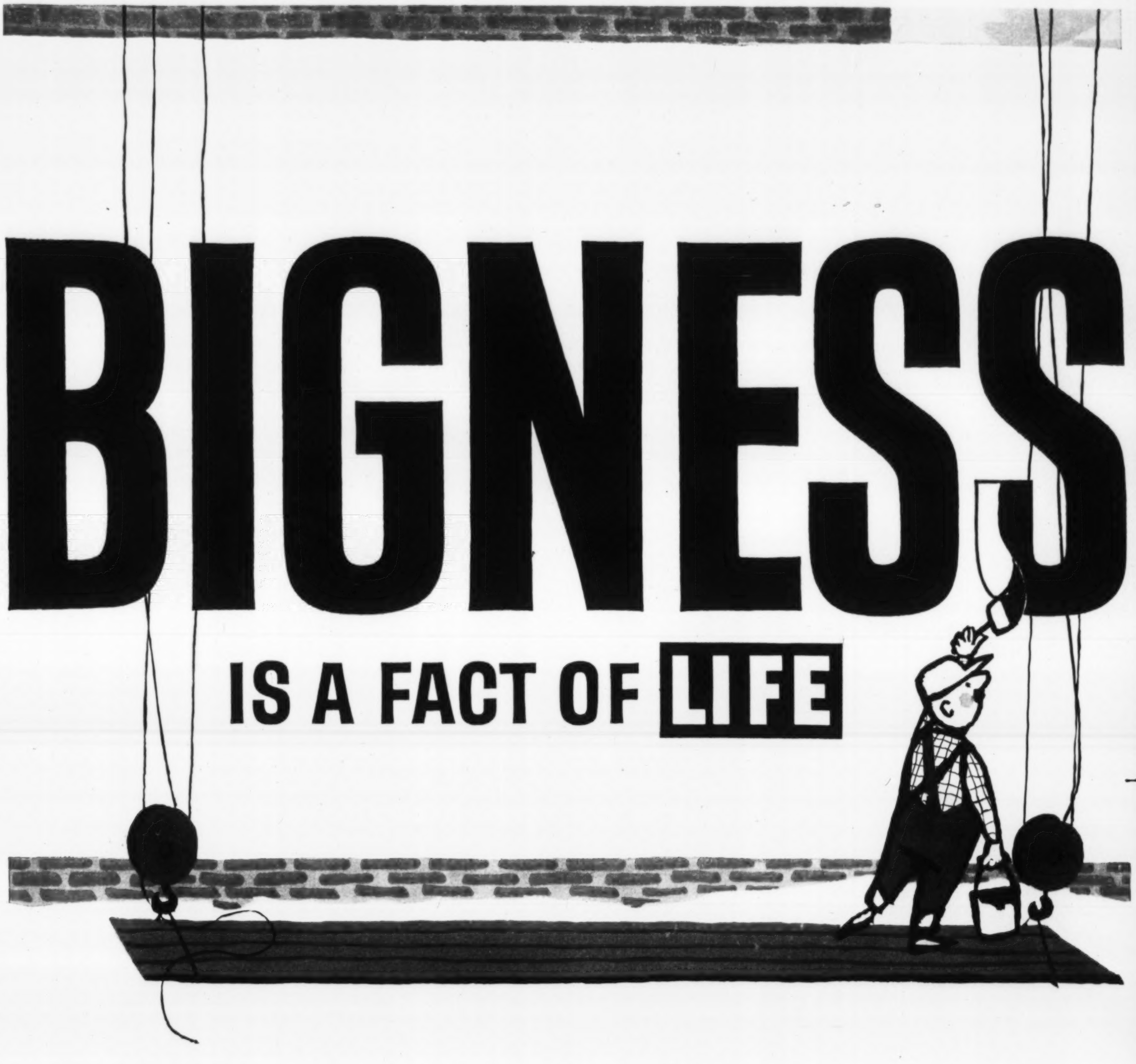
†Sales Management, Survey of Buying Power, 1959

*THE 45-COUNTY TRADING AREA
THAT'S BIGGER THAN YOU THINK!

Population: 2,152,000
Income: $3,823,053,000
Retail Sales: $2,466,255,000
54.9% By
The Star and The News

The Indianapolis STAR
Morning & Sunday
The Indianapolis NEWS
Evening

KELLY-SMITH COMPANY
NATIONAL REPRESENTATIVES



BIGNESS

IS A FACT OF LIFE

Any way you look at it, LIFE is having a big year.

Big in advertising revenue. Thus far this year (24 issues), advertisers have invested 45% more dollars for selling in LIFE than in any other magazine.

Big in advertising pages. For example, the first 24 issues of LIFE in 1959 carried 351 more pages of advertising than did the equivalent issues of the *Post*.

MAGAZINE	1959 PAGES	1958 PAGES
LIFE	1644	1617
Saturday Evening Post	1293	1407
Look (12 issues)	585	637

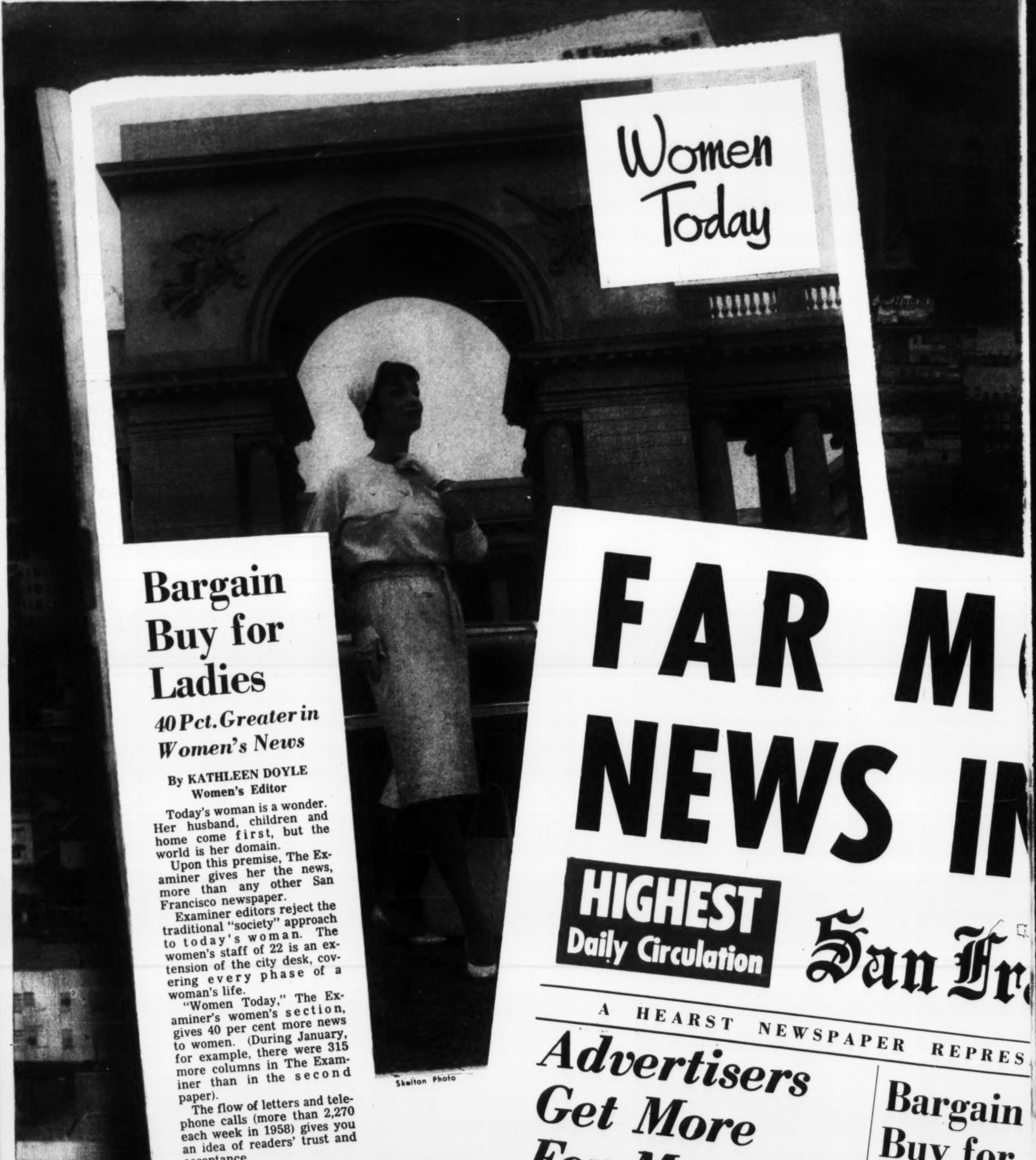
Big with new accounts. 191 new accounts will have run advertising pages in LIFE by the end of the first half of this year.

Big with retailers. During the first four months of this year, retailers in their own newspaper advertising featured "Advertised-in-LIFE" products 5 times as often as they featured products advertised in the next two leading general magazines combined.

Big present, big future. LIFE advertising scheduled for June is the biggest June volume LIFE has ever carried. With two issues still to close, business is already up 23% over last year's June issues.

Orders on the books for the third quarter are running 15% ahead of last year.

Even LIFE's bonus is big. In the fourth quarter of 1959, the LIFE bonus to its advertisers will be 400,000 copies a week over the circulation rate base of 6,000,000.



Women Today

Skelton Photo

Bargain Buy for Ladies

40 Pct. Greater in Women's News

By KATHLEEN DOYLE
Women's Editor

Today's woman is a wonder. Her husband, children and home come first, but the world is her domain.

Upon this premise, The Examiner gives her the news, more than any other San Francisco newspaper.

Examiner editors reject the traditional "society" approach to today's woman. The women's staff of 22 is an extension of the city desk, covering every phase of a woman's life.

"Women Today," The Examiner's women's section, gives 40 per cent more news to women. (During January, for example, there were 315 more columns in The Examiner than in the second paper).

The flow of letters and telephone calls (more than 2,270 each week in 1958) gives you an idea of readers' trust and acceptance.

FAR M
NEWS IN

HIGHEST
Daily Circulation

San Fr

A HEARST NEWSPAPER REPRES

Advertisers Get More For Money

More National, More Display–More Big Stores Choose Paper

Advertising is an investment—a sound one in The Examiner, based on safety and maximum return.

Today, and for years, more people read The Examiner than any other San Francisco newspaper. Circulation is

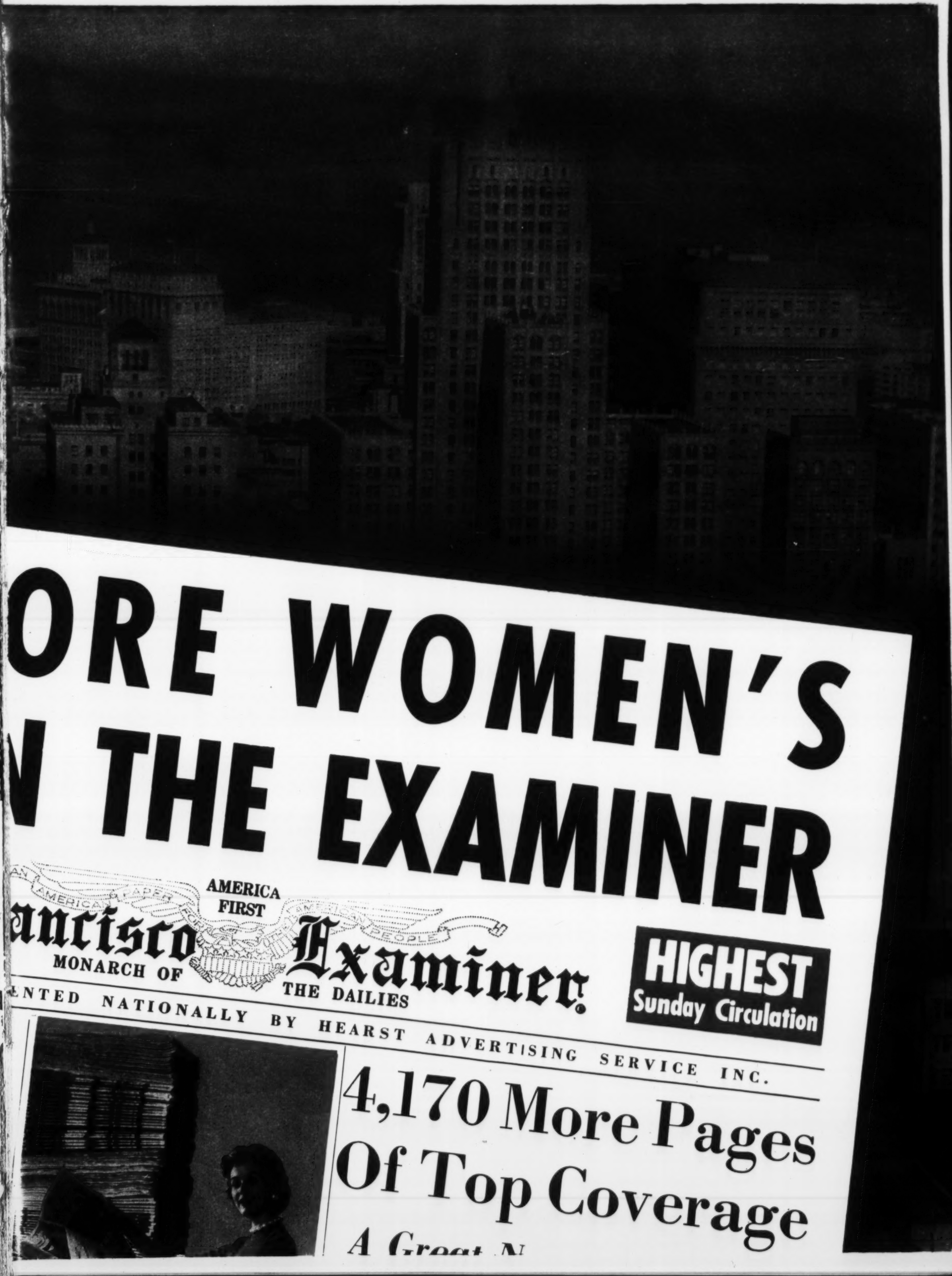
Richest

Bargain Buy for Ladies

40 Pct. Greater in Women's News

By KATHLEEN DOYLE
Women's Editor

Today's woman is a wonder. Her husband, children and home come first


AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

ORE WOMEN'S
N THE EXAMINER

AMERICA FIRST

ancisco Examiner

MONARCH OF THE DAILIES

HIGHEST
Sunday Circulation

ENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

4,170 More Pages Of Top Coverage

A Great N

Delivers your full page ad
into 100,000
Lutheran Homes
for less than

2/5 of one cent

per family

This Day

The Christian family magazine read
with thoroughness* and believability

*A recent survey revealed that 52.2% of the subscribers spend 2 to 3 hours reading THIS DAY magazine.

Let us mail THIS DAY
to your home. Just send
your name and address.

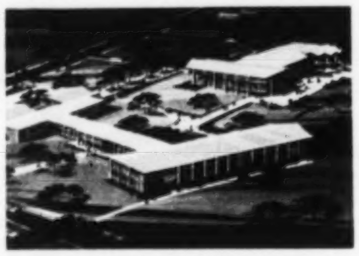
This Day
Concordia Publishing House
3558 S. Jefferson Ave., St. Louis 18, Mo.

Mohasco Appoints Three

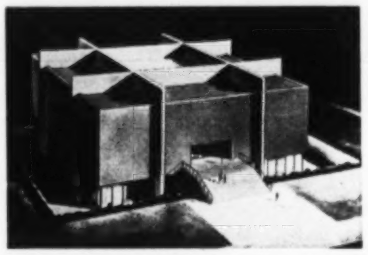
Monroe W. Gill, formerly ad manager of the Mohawk carpet mills division of Mohasco Industries, Amsterdam, N. Y., has been named pr manager of Mohasco Industries. Mohawk's new ad manager is William C. McClumpha, formerly Mohasco's manager of ad production and field relations. Colby J. Luten, formerly with Sylvania and RCA, has been named assistant to the ad director of Mohasco Industries. All three are headquartered in Mohasco's New York office.

Kuttner & Kuttner Adds Two

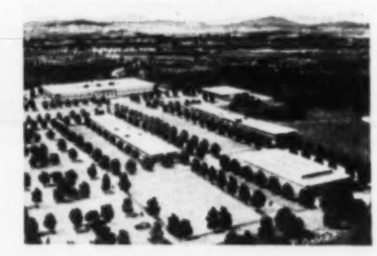
Wellington Co., Chicago, importer of Huntly Royal and Macgregor's scotch whiskies, has appointed Kuttner & Kuttner, Chicago, to handle its advertising and public relations. Kuttner & Kuttner also has been named to handle advertising of Old Waterfall bourbon for Old Waterfall Distilling Co., Bardstown, Ky.



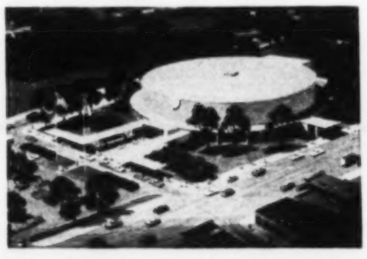
The spacious new campus of Utica College shown here is being built to accommodate over 2,500 students, the present enrollment of the 13-year old, privately supported institution.



This striking new $2,500,000 gallery will soon house the Munson-Williams-Proctor Institute's collection of nearly 2,000 art items. A model of this building was displayed at the Brussels Fair.



New $3,500,000 home of Utica's Mohawk Valley Technical Institute, a county-sponsored, two-year college. The new 78-acre campus is geared to accommodate some 1,200 students.



The new $3,500,000 Utica Civic Auditorium will seat up to 6,500 people at sports events, trade shows, conventions, etc. The structure, providing nearly 9,000 feet of floor space, will be completely air-conditioned.

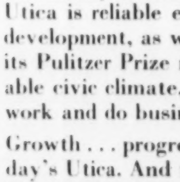
THE UTICA STORY

IN CULTURAL DEVELOPMENT . . .

Keeping pace with the vigorous industrial expansion of Utica, N. Y., is the equally dynamic growth of the city's excellent cultural resources. Shown here are four major aspects of the cultural development program, a renaissance involving close to $20 million in new construction.

The steady drumbeat of rivets and jackhammers heard these days in Utica is reliable evidence that Utica is leading the way in cultural development, as well as in industrial and civic progress . . . Similarly its Pulitzer Prize newspapers have led the way in providing a favorable civic climate, in making the city a good place in which to live, work and do business.

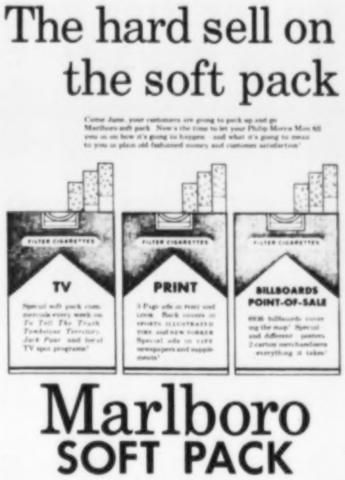
Growth . . . progress . . . prosperity . . . these are key factors in today's Utica. And they're the signposts of great new selling opportunities in this thriving and diversified market. Ask your Gannett Advertising Sales representative for the complete Utica story.



*The 1959 Winners of
the Pulitzer Gold Medal
for Meritorious Public Service*

THE UTICA DAILY PRESS (Morning)
THE UTICA OBSERVER-DISPATCH (Evening & Sunday)
MEMBERS OF THE GANNETT GROUP OF NEWSPAPERS

Gannett Advertising Sales, Inc., offices in:
New York Syracuse Chicago San Francisco Detroit Hartford



The hard sell on the soft pack

TV

PRINT

BILLBOARDS POINT-OF-SALE

Marlboro SOFT PACK

HARD SOFT SELL—*Marlboro is letting tobacco dealers know about its new campaign emphasizing the soft pack (AA, June 15) with ads in trade publications. Leo Burnett Co. is the agency.*

WKFM Sues Pulse; Roslow Says Suit Is 'Without Basis'

CHICAGO, June 16—WKFM, Chicago fm station, has filed suit in U. S. district court here against Pulse Inc., New York, alleging discriminatory practices in the conduct of radio surveys in the Chicago area.

WKFM charges that it contracted with Pulse to report on its share of the local radio audience and that Pulse intentionally omitted the station's name from its published report.

"Since advertisers rely on the Pulse report in placing their advertising," the charge continues, "the effect of this omission decreased the independent radio station's ability to compete in interstate commerce."

Lawrence Roslow, director of Pulse, told ADVERTISING AGE that "WKFM's action is wholly without basis. There is not one iota of truth in the claims made," he said. Mr. Roslow said that Pulse intends to "fight this unjust claim to the limit and has no doubt whatsoever that it will be wholly vindicated at the trial."

He said that the station claims it was deliberately omitted from the report, but that was not the case. He did not, however, explain why the station was omitted. #

Sears Extends Charge Plan

Sears, Roebuck & Co. will extend its revolving charge account plan to its mail order customers in July with the distribution of the company's new fall-and-winter general catalog. The plan will spare mail order customers from figuring postage and delivery charges, which will automatically be added on to their accounts. Sears reports that nationally, Sears revolving charge sales last year accounted for 8.8% of the company's $3.7 billion in sales. Installment sales of all kinds accounted for 47.3% of Sears' business during the year.

Morrison to General Binding

Donald W. Morrison has joined General Binding Corp., Northbrook, Ill., as director of advertising and sales promotion. Mr. Morrison was formerly director of advertising and sales promotion of American Photocopy Equipment Co.

Shonk Joins Keith Evans

Albert D. Shonk has joined the Los Angeles office of Keith H. Evans & Associates, publishers' representative. Mr. Shonk was formerly an account executive with Hearst Advertising Service.

House Beautiful Sends 27,000 Sales Kits –33 Tons of Dealer Aids– to Support Building Industry

Each Kit Contained Over 80 Separate Pieces of Sales Helps, Weighed 2½ lbs.

House Beautiful's
Home Modernization Kit
Designed to Put Sales Power into Home Improvement
House Beautiful

Celebrating the 25th Anniversary year of the Federal Housing Administration, House Beautiful devoted its June issue to home modernization, an editorial subject vitally important to America's homeowners and to the building industry.

Over 80 manufacturers and associations joined with House Beautiful to take advantage of home modernization's enormous potential for stimulating new business activity, and in turn, for creating better housing, promoting community rehabilitation.

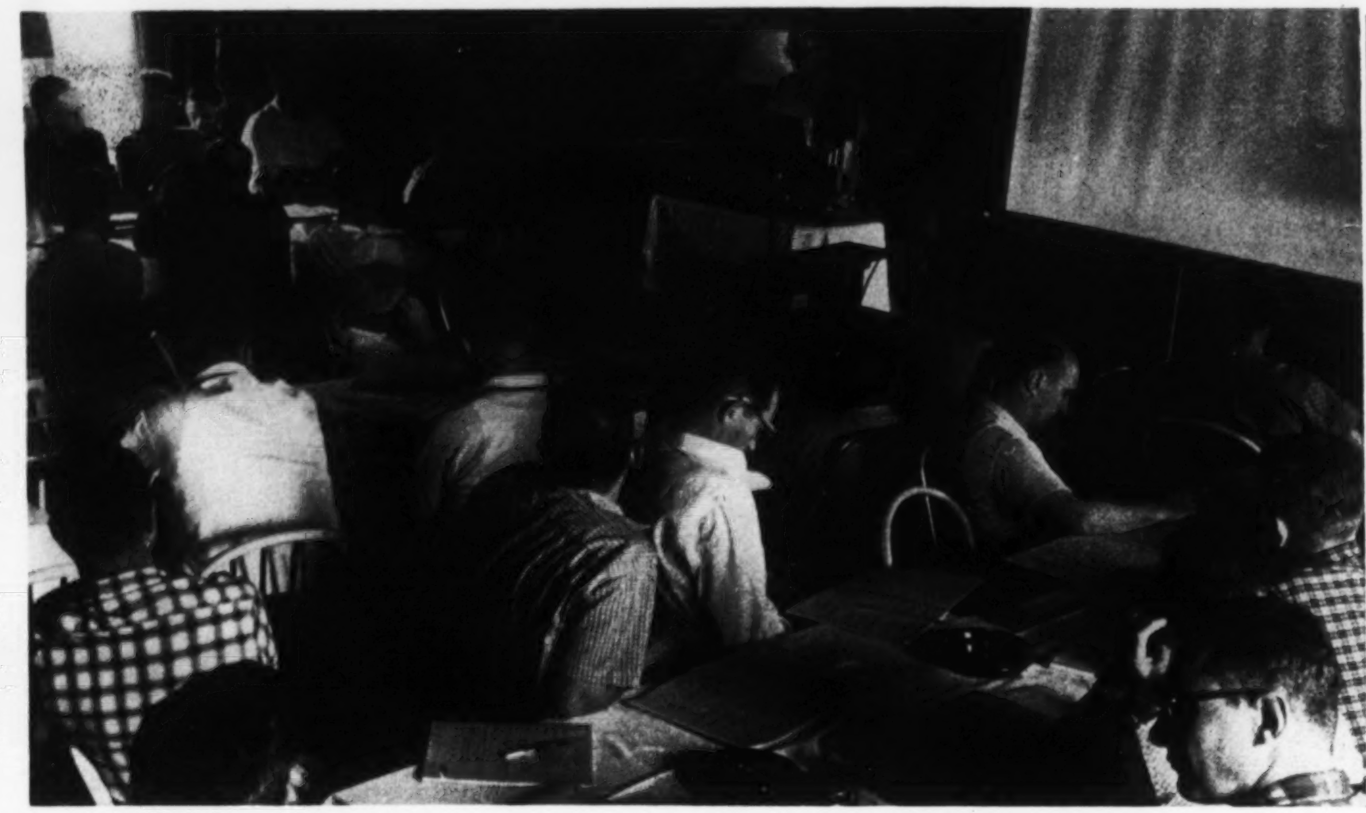
Recognizing these facts, House Beautiful felt the need to make a major contribution towards building sales momentum throughout the industry. It did so through this comprehensive sales kit which was mailed to 27,000 builders, lumber dealers, realtors, architects, lending agencies and others in the building industry. All in all, more than 33 tons of sales aids and promotion material was sent to dealers.

As the No. 1 sales medium in the home field,* as the leader in Building Editorial linage,** House Beautiful is pleased and privileged to play a dominant role in this national effort...and in so doing, maintains its leadership by stimulating new business for the building and allied industries while informing and inspiring its 3½ million readers of the better-living opportunities in home modernization.

Sells Both Sides of the Counter *House Beautiful*

A HEARST KEY MAGAZINE 572 MADISON AVENUE NEW YORK 22, N.Y.

*PIB **LLOYD HALL



THE "DUNGEON"—*Here's the lounge of Big Chief Lodge, wholly inhabited by Honeywell admen and agency men, with vp Herb Bissell talking at the lectern. The sessions were tough, from 8:30 a.m. to 9:30 or 10 p.m. About 35 people attended the conference, now in its ninth year.*

Minneapolis-Honeywell Takes Cool Reading on Its Marketing Operation

(Continued from Page 2)

problems encountered by Honeywell Controls Ltd., its Canadian arm—the implications of the growing emphasis on "Canadian content" in marketing to industry, and the problems arising from customs restrictions on sales promotion and advertising materials.

■ Sprawled in chairs flanking long tables in the lobby of rustic Big Chief Lodge, the admen listened to speeches, watched slides, slide films, visual cast and easel presentations, looked at movies, listened to tape recordings. They saw new merchandising gimmicks, listened to research reports, and projected plans for products not yet in the Honeywell line.

Two things marked the sessions. The durability of Honeywell admen, whose sturdy haunches endured sessions which began at 8:30 a.m. and continued until 9 p.m.; second, the unusually candid and informal atmosphere. When vp Herb Bissell asked for questions or comments, they came fast and thick. They were direct, pointed, and occasionally caustic.

ADAPTATION—*George Forster, Cockfield, Brown account exec, explains modifications in campaigns for Canada.*

INTENT—*Erick Adams, sales promotion manager of HCL, follows the discussion.*

No one pulled either punches or rank. The agency men were equally candid, if somewhat more guarded, in their approach. But they talked directly and without evasion.

■ The conference called for four days of intensive meetings. The first day included an explanation of Canadian problems and a tour of Honeywell Controls Ltd.'s Scarboro plant. There the treasurer, C. J. Hooks, outlined the prospects for Canada's growth, and James Brace, the factory manager, explained the plant's balance between imports and manufacturing, emphasizing the trend toward manufacturing in Canada anything that could be profitably manufactured here, and analyzing the meaning to Honeywell of the government's decision to give up the Avro Arrow—a decision which dropped Honeywell's aeronautical Canadian government business to the status of a service unit.

John H. Fox, sales vp of the Canadian unit, explained the problems of marketing in Canada, with its 100-mile population ribbon stretched across 4,200 miles, its historic emphasis on foreign trade, and a candid insight into some of the problems of a Canadian subsidiary.

■ Then the marketing group moved to Lake Couchiching, some two hours' drive northeast of Toronto, where the work began in earnest.

Keynote

Herbert D. Bissell, vp, stressed the importance of communication in the meeting. He noted that eight Honeywell agencies, ranging in size from Batten, Barton, Durstine & Osborn (Datamatic) and Foote, Cone & Belding (residential and corporate divisions) to Louis K. Frank Co. (Boston group) and Culver Advertising (Marion electrical instruments), would be represented, as well as two pr firms—Carl Byoir & Associates and Presentation of Canada.

He noted mildly that "some people in our corporation think we have too many agencies . . . but I can assure you that any judgment on this score will be based on the special nature of the job to be done, the cost of doing it and how it is executed. Numbers or size of agencies will be incidental only."

He told the admen that he hoped they would grow as business men, as well as advertising specialists. Getting a broader management viewpoint, he said, "is inclined to temper the necessary buoyancy of the advertising viewpoint—there must always be an excess of belief in the advertising idea to compensate for the conservatism of management people."

Yet, he said, "The well-balanced advertising man of the future should not only be equipped to carry on his profession but be able to talk and think in broader strokes as it concerns the total problems of making money after taxes. I commend such a personal development program to you."

He summed up the general corporate picture: Honeywell is looking at probably a record year.

■ Here, according to Mr. Bissell, are the challenges facing a growth company:

1. Continuing to build excellence of personnel.

2. Maintaining and increasing technical competence.

3. Measuring up in marketing—"a continuing searching examination of present methods to see if we are doing as well as we should do and if we are in tune with rapidly moving trends in distribution, as well as organization."

4. Increasing significantly the return on sales and investment—getting it up to a net of around 10% instead of the present 6-7% after taxes.

Beam
Forster

SALES PROMOTION—*Ron Beam of Micro-Switch division's ad staff, and George Forster, Cockfield, Brown & Co., look at examples of Honeywell sales promotion. Winning example was Heiland's booklet on flash photography.*

New Product Problems

Industrial products group. Brown instruments division. Charles W. Bowden, advertising manager, traced the problems on Brown's new ElectriK Tel-O-Set system. He said the industrial division had no problem with new product ideas—that they flowed in fast, and that the problem was one of selection.

Selection is based on estimated markets for products, on the effect of new products on the sales of established products, and on production capacity. Marketing managers are primarily responsible, but Mr. Bowden emphasized that recent customer contacts can tend to be overstressed in new product selection. He made it clear that pressure to field and exhibit prototypes of new products at trade and technical shows complicate introductions, because often not even explanatory literature is available for answering inquiries.

Under those circumstances, he said, "you have not a program but a problem." He traced the publicity, shows, specification sheets, demonstrator panels and advertising which has appeared, and the direct mail and general catalog which are to follow.

He also reviewed the procedure used in introducing the Versa-Tran, a transistorized electronic controller—spec sheets, direct mail, publication advertising, announcement in *Instrumentation* (Brown's external house organ), trade show exhibits and control device catalog.

Comment: The group thought perhaps the solution to showing a piece of equipment not yet ready to go into use might be solved by putting it into a parlor, not on the show floor. This way the word gets around, but the inquiry and specification problems don't arise.

SWITCH PITCH—*Don Brubaker, ad manager of Micro-Switch, tells the story of new products in his division.*

Micro Switch Division, Freeport, Ill. Don Brubaker, advertising manager, outlined the switch problem, mentioning the 14,000 original equipment manufacturers (OEMs, in Honeywell jargon), and the precept that "every circuit needs a switch."

Micro has been moving fast: Where it had 13 product promotions in 1958, it has so far staged 13 in 1959, as Ron Beam, of Micro's ad staff, explained. He showed new panel demonstrators, new switch assembly units, relays and indicator lights.

He showed a new line of color switches, promoted with a 20-page catalog and insert, whose dutch-

Ross
Bowden
Gawthrop
Benson

DISCUSSION—*Charlie Bowden, ad manager of industrial products group and Brown Instruments, leans back and answers a question, while Frank Ross, ad manager of the Davies Laboratories Division, Dick Gawthrop, valve division ad manager, and Earl Benson, sales manager of Rubicon division, listen.*

door construction enables prospects to match switches and indicators so that 34,000 assemblies theoretically are possible.

Reincke, Meyer & Finn, Chicago, handled the inserts, which had a four-color 8-page wrap and two-color inside; 395,000 of these inserts were printed.

Industrial products group, Heiland division, Denver. Felix Pogliano Jr. traced a highly successful promotion on Heiland's Futuramic Strobonar, in which each of 500 accounts (which account for more than 50% of the volume in the photographic business) was sent a locked suitcase; a key was sent later. The suitcase was a gift—inside were four Strobonars, a display, brackets, cords, etc

He also described the Millionth Unit promotion for dealers, in which a dealer and a salesman will split a prize of $1,000 for the dealer who gets and sells the 1,000,000th Heiland unit.

- Jean K. Tool, of Heiland's agency, Tool & Armstrong, Denver, described the Visicorder promotion, including a description of a four-page insert, and the copy technique which has reproduced customer comments on Visicorder charts in a variety of applications.

Mr. Pogliano asked for suggestions on methods of introducing and promoting a new photographic product when it comes into the Heiland line. He held a tape-recorded brainstorming session, with agency and Honeywell people pitching in.

DEVICE—*Last year the Heiland division was successful in using a "truckload of Strobonars" in a surprise mailing to dealers. Here is one of the trucks, with Art Dietrich, sales promotion manager, and Felix Pogliano, Heiland ad manager.*

BRAINSTORM — *To introduce a new product into the Heiland line, ad manager Felix Pogliano held a tape recorded brainstorming session. He's in the background, with Jim Sanders and Keith Warne setting up the machine.*

Datamatic Division, Boston. Morrie Dettman, merchandising manager, and Richard O. Howe, vp of BBDO, Boston, explained the preliminary campaigns which culminated in the introduction of the new Honeywell 800 data processing system that "starts economically, expands with your needs and cannot be outgrown."

Preliminary campaigns had stressed answers to questions raised by the findings of the National Industrial Conference Board survey of managements of companies using data processing systems.

But this campaign was shelved for the new 800. Originally, on Dec. 5, it called for an announcement ad Jan. 22 in the *Wall Street Journal*, followed by a *Fortune* unit and other advertisements. Then on Dec. 21, the timetable was altered again, and after a Yuletide of work, the final clearance session was held Jan. 8, aimed at a Jan. 24 date.

Then, because it was suspected that a competitor's sales meeting on Jan. 12 might see the announcement of a new data system, the decision was made to move up the target date, and by fast sprinting the ads actually broke—a center spread in the *Wall Street Journal*—Jan. 12. The newspaper and magazine campaign has pulled 1,994 inquiries so far, and an analysis of 1,500 of them shows 1,028 from advertising, 121 from publicity, 311 from a combination of word-of-mouth and direct mail.

DATA PROCESSOR—*Morrie Dettman, ad manager of Datamatic, tells about the introduction of the Honeywell 800. Running the projector is R. O. (Dick) Howe, vp and manager of BBDO's Boston office.*

Honeywell Controls Ltd., Toronto. Keith K. Warne, merchandising manager, told the group that the Canadian operation is concerned with all corporate divisions. It receives three sample copies of all literature—and plans for use in Canada are then made.

An important influence is the cost of imported materials. A promotion piece costing $100 in the U. S. would be subject to a $30 advance for customs (an equalizing charge), $32.50 duty, and $12.19 sales tax—bringing its total cost to $174.69. If it is in two or more colors, it would cost $181.41, or about twice its U. S. cost. He emphasized that much material is printed in Canada—because of cost, because of preparation in French, because defects (like the U. S. price) prohibit its use.

George Forster, account executive of Cockfield, Brown & Co., outlined the Canadian campaigns, emphasizing that Canadian ads tended to use actual examples—like Eaton's; West Canada Steel; Atlas Steel; Gilbey's; Argo Block; Libby, McNeill & Libby Ltd.—and are attuned to somewhat more modest goals.

For instance, Honeywell's U. S. copy for an individual office thermostat (aimed at private offices) was adapted for large area offices. Mr. Forster said briefly that U. S. art is used where possible and that all French copy is written in Canada; he stressed adaptation procedures.

ANNIVERSARY PROBLEMS—*Bob Eppler, vp of Foote, Cone & Belding, analyzes the anniversary opportunities in Honeywell's 75th birthday.*

Anniversary Plans

Next year will be Honeywell's 75th anniversary. Mr. Bissell stressed its promotional possibilities, while specifically ruling out self-congratulation and historical booklets. Robert H. Eppler, vp, Foote, Cone & Belding, summed up the promotional possibilities, noting that the promotion must (1) have prestige, (2) be well oriented in the industry, (3) have field support and (4) translate into sales.

A. O. Dietrich, Honeywell's sales promotion manager, showed a suggested program of merchandising, through OEM's, and using ingenious die-cuts and special air-conditioning promotion.

James H. Porterfield, vp, Carl Byoir & Associates, stressed the possibilities of publicity in the anniversary, including the chance of getting an anniversary of automatic heating going industrywide, and a roundup of eccentric heating ideas through patent search.

Mr. Eppler sketched a possible tv spectacular.

Agency Evaluation

Mr. Bissell noted that Honeywell is now facing the problem of competitive accounts within agencies.

"Three agencies now have accounts which are competitive," he commented, adding that Honeywell is aware of the problems of industrial growth and is prepared to take a fairly lenient attitude on the subject—although, he indicated, some of sales management is less generous.

- The three agencies involved are BBDO, which handles Taylor Instrument out of the Buffalo office and Honeywell's Datamatic in Boston; Culver Advertising, which has Sanborn Instruments (conflicts with Heiland instruments) as well as Honeywell's recently acquired Marion division; and Aitkin-Kynett, handling a switch company competitive with Micro-Switch.

As the various divisions explained their advertising, the agency people with competitive accounts were asked to leave the room, and they did.

Mr. Bissell suggested politely that the agency people might think of asking Honeywell before taking on accounts which might prove to be competitive.

- The eight Honeywell agencies which attended the meeting were Aitkin-Kynett Co. (industrial division), Batten, Barton, Durstine & Osborn (Datamatic), Cockfield, Brown & Co. (Honeywell Controls Ltd.), Culver Advertising (Marion instruments), Foote, Cone & Belding (corporate and residential), Louis K. Frank Co. (Boston group), Reincke, Meyer & Finn (Micro-Switch division), and Tool & Armstrong Advertising Agency (Heiland division).

The agency men were encouraged—and pointedly asked—to make suggestions and criticisms of campaigns prepared by others, and they chimed in cogently. The atmosphere was polite—"I certainly think the copy approach is sound, and those are wonderful illustrations, but how come you dropped that good headline after the first ad?"

- One night was set aside for a discussion by Honeywell personnel on agency relationships, with the agency men absent.

Dean Randall, Minneapolis advertising manager, kicked off the discussion with an analysis of the working relationship with Foote,

Bissell
Smith

APPLAUSE—*Herb Bissell and Norm Smith, HCL's eastern sales manager in Montreal, applaud as one of the speakers concludes.*

Pogliano Tool Maury Fox

LISTENERS—*Here John Fox, vp for sales, Honeywell Controls Ltd., talks to Felix Pogliano Jr., Hyland division advertising manager; Jean Tool, Tool & Armstrong, and Ed Maury, sales manager of Marion Instruments division.*

Cone & Belding. Speaking generally of Honeywell agencies, he said he thinks them as able a group of agency people as any advertiser has working for it.

Of the Minneapolis operation, he explained that internally he and Al Murdock are the advertising department. Campaigns begin with a planning session—usually a long luncheon—with this group, a sales vp, and vp Herb Bissell sitting in. Extensive notes from these conversations go into a plans book. Then come agency meetings, with campaigns and a proposed budget produced for each division.

Honeywell encourages visits to the Chicago agency office by sales people, feeling that this view of the facilities of an agency is helpful.

■ When the campaigns come back, each ad is cleared with the market manager (i.e., a man assigned to sales of Honeywell products to an industry—like the school, hospital or home markets) and the division's advertising coordinator. The clearance is accomplished twice, once in copy and layout and once in proof.

Foote, Cone contact men are not specialized, and each of the three is expected to swing from one group of products to another. Honeywell likes creative contact men—men capable of producing a rough, or writing a little on-the-spot copy if necessary.

The agency has people in Minneapolis every other week. Mr. Randall praised FC&B contact reports as models of accurate and lucid language, and said that in one instance a contact report was sufficiently clear and sharp to be used intact (with the addition of a headline) as copy in an ad.

■ The agency has set aside this kind of a unit for Honeywell's $1,200,000 spent through FC&B: The three account people; a permanent exclusive copy chief; four or five writers who work only on Honeywell, but rotate, so that in 18 months the copy group is largely reconstituted; a permanent and exclusive art director, assistant art director, production man and media supervisor; and a parttime research director and tv director.

Mr. Randall praised FC&B's work control—a system which keeps track of work in progress up to three months ahead, shows its status at the moment and reasons for delays. Honeywell gets a weekly copy. FC&B gets only the standard 15% commission (it is the only agency in the Honeywell stable that doesn't charge for layouts or revisions), except for special trips or research jobs requested by the client.

Each year in March agency and client have a reappraisal meeting. At the moment FC&B is handling something like 57 different Honeywell campaigns; it has handled 260 insertions in 1959, has 234 left to run.

Problems: Dean Randall considers there's too great a lag between the time of excitement over engineering information and actual copy production. He thinks Honeywell has a bad tendency to load the best FC&B men. He thinks FC&B often doesn't get pertinent information and strategy. The detached location of Minneapolis isn't helpful.

He praised FC&B's enthusiasm, its willingness to work hard for each division.

Mr. Bissell put in drily, on this matter of diligent FC&B services—"Foote, Cone would like more Honeywell divisions."

■ When Charley Bowden raised the question of whether he had enough people in the Aitkin-Kynett agency working on the industrial products group's $425,000 commissionable budget, the consensus of the meeting seemed to be that he was getting a good deal.

In general the Honeywell people seemed well satisfied with their agencies, and praised their performance and willingness to work out costly and unrecompensed detail.

Murdoch Brubaker Porterfield

QUESTIONS—*Don Brubaker of Micro-Switch fires a question while Al Murdock looks thoughtful, and Jim Porterfield, vp of Carl Byoir & Associates, looks tired. These pictures were taken during an examination of Honeywell's relationships with agencies, and agency personnel were excluded.*

The ad managers got some direct advice from Mr. Bissell: Get a topnotch contact man from the agency, one who can be liked and respected for his business judgment by division management and sales vps. It builds respect for the advertising and sales promotion operation, he said.

One of the troubles with the advertising business, he went on, is that the advertising manager often has no stature (not generally true of Honeywell) and that the sales department runs the advertising. While this is primarily a matter of the ad manager's competence, he can be helped very considerably if he has at his side an agency man of judgment, ability and stature which commands management respect.

Media Coordination

C. W. (Jack) Eigenbrot, vp of Aitkin-Kynett Co., Philadelphia, reported on a composite approach to Honeywell advertising products and scheduling. Last year's conference had decided a joint approach made sense, in order to cut down on the number of Honeywell ads in some issues of business papers, and to earn maximum discount in others. Mr. Eigenbrot's agency was to coordinate the plan.

It ran into several difficulties. Reports of schedules and dates were late in arriving, and constant changes of insertion dates make current information difficult. Originally the report was due in January; the one on monthlies appeared in March, the one on weeklies and bi-weeklies in April. But Mr. Eigenbrot warned that shifts in schedule (for a while FC&B was averaging 12 insertion date changes a week), non-use of forms and wrong dates of insertions had made the plan fairly unworkable.

■ At this point, Mr. Eigenbrot reported, plans have been changed so that cheaper rates will not be billed; the many changes have made it necessary for Honeywell agencies to wait until the end of the year and then apply for any earned rebates—which he thought might run to as high as $35,000.

Randall Sanders Eigenbrot

PLANT TOUR—*Dean Randall, Minneapolis division ad manager, looks on as Jim Sanders, Foote Cone & Belding, hears an explanation from C. W. (Jack) Eigenbrot, Aitkin-Kynett Co.*

He suggested earlier compliance with the report, and a standard report of changes. It was pointed out that the Honeywell policy of approval of budget in early January militates against optimum operation of the plan, but the assembled admen thought it might be workable if they didn't have to assign insertion dates—in other words, if they were able to say merely how many pages or how much space a publication should have. Mr. Eigenbrot will coordinate the program for Honeywell.

Media Analysis

The meeting then turned to analysis of specific business paper fields. James Kilmer, account executive, Aitkin-Kynett, conducted an analysis of automation control books. He cited significant differences in the readership, circulation, editorial coverage pattern and advertising of *Automatic Control, Control Engineering, Instruments & Control Systems,* and the *ISA* (Instrument Society of America) *Journal.* In each of these books—except *Automatic Control*—Honeywell was the largest 1958 advertiser. It now is the leader in *Automatic Control.*

He placed heavy emphasis on the future of the publications, asserting that what's important is how the publication will stand "five years from now."

Mr. Kilmer also reported that Aitkin-Kynett is about to undertake a readership survey among 7,000 readers; he believes it will influence schedules, and said it would be available to all Honeywell divisions and agencies.

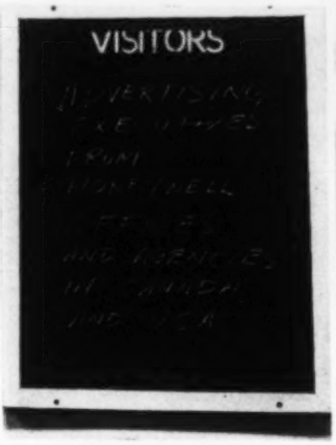
■ Louis K. Frank, president of Louis K. Frank Co., Boston, analyzed the electronics and aircraft-missile-space field. He showed what markets the major electronic books cover, what significant differences in their circulations and readership patterns were. He noted

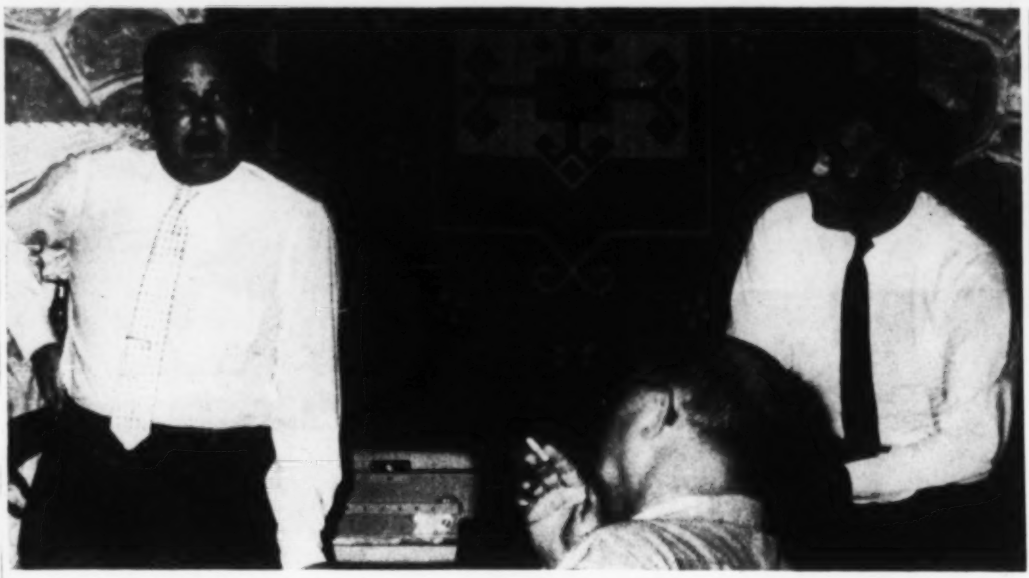
JUBILEE—*Jim Sanders explains the advertising for the residential division.*

that *Electronics Design* seems to be the hottest book in the electronic field at the moment, for reaching the people. He pointed out that Honeywell may be missing a bet in its light use of *Electronic News* (he commended its immediacy and its eight sections, which pre-select the audience for an ad), and *Proceedings of the I.R.E.*, which he said carries great authority in the industry.

In the aeronautical field, he noted, everyone is "now space-minded," and "space" has been inserted into many business paper titles.

He believes space buying is simplified if one asks three questions: What is the product? Who buys the product? What are his reading preferences? He went on to illustrate the difficulty of arriving at an audience in a field where aviation, instruments, controls and automation are interlaced, and wound up by saying that for Honeywell's Boston group he considers that three books are best buys —*Aviation Week*, *Electronics Design* and *Control Engineering*.





THE PITCH—*Bill Lanier and Roland Werth, of McGraw-Hill, answer questions from Don Brubaker, ad manager of Micro-Switch division, after having put on a slide-film on industrial advertising.*

■ Seth Jewell, account executive, Reincke, Meyer & Finn, analyzed the design field. He noted that magazines as disparate as *Automotive News* and *Purchasing News* and *Scientific American* consider themselves "design publications."

■ Al Murdock, assistant advertising manager of the Minneapolis division, and John Stivers, Foote, Cone & Belding, conducted an analysis of the executive market and the role played by each of the new weeklies and executive magazines.

■ Eugene Murphy, of the market extension department of Brown instruments, explained changes for next year in *Instrumentation*. This external house organ appears six times a year. Advertising placed in it by other divisions will now cost $439 a page.

McGraw-Hill's William Lanier and Roland A. Werth presented a slide-film which stressed fundamentals of business paper advertising, and then examined the results of some Honeywell divisions' advertising (Honeywell spends some $400,000 in McGraw-Hill papers) as revealed in reader feedback.

■ In final sessions, the admen discussed the anniversary celebration, the new corporate campaign kicking off in July in *Time*, and such routine matters as copy testing (Honeywell does almost none); how to handle and verify inquiries; corporate and military advertising and corporate public relations.

Next year the group is scheduled to visit the Heiland division in Denver, and hold the merchandising conference at the Stanley Hotel, in Estes Park. #

MEDIA ANALYSIS—*Lou Frank, of Louis K. Frank Co., Boston, shows a brochure on the Boston group of Honeywell facilities, which is deep in electronics and military work. He analyzed the electronic and aviation/space business papers.*

memo:
100% Coverage
Motor hotels are
the fastest growing
part of the
hotel market—
You cover EVERY
motor hotel in the U.S.
with
THE
HOTEL MONTHLY
105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

REMARKABLE ROCKFORD
ILLINOIS
STILL LEADS THE PARADE

Rockford is still ahead in retail sales in Illinois (outside Chicago). Total Retail Sales in Rockford during 1958 were $201,849,322 . . . over $10,000,000 ahead of the next largest city. Rockford also leads the state in Food, Apparel, Lumber and Bldg. Hardware and other sales categories. To get your full share of sales in this rich and growing TOP market, advertise in the pages of the Rockford Morning Star and Register-Republic.

at the
TOP
in Illinois

ROCKFORD MORNING STAR
Rockford Register-Republic

LOUISVILLE

A Major Midwestern Industrial Market in the
Ohio River Valley—the Ruhr of America—
where one Daily Newspaper Combination
reaches 9 out of every 10 families
SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES
392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

ONE LOOK and you'll be sold

ON THIS NEW SERVICE
Covering the TRUCKING INDUSTRY
NATIONAL TRUCKERS SERVICE DIRECTORY
Closing Date July 1
Published Semi-Annually

Reaches 23,000
TRUCK OWNERS, EXECUTIVES
AND OPERATORS

Reaches 3,027
N.T.S. APPROVED
TRUCK STOPS

Constantly referred to each and every day, the National Truckers Service directory reaches Irregular Carriers such as Movers, independent or agents for major van lines; Private Truck Owners including large and small industries such as Manufacturers, Produce Distributors, Beer Companies, etc.; Heavy Specialized Haulers, New Car Carriers, and hundreds of Independent Haulers both large and small.

WIRE OR CALL Your Nearest Advertising Office

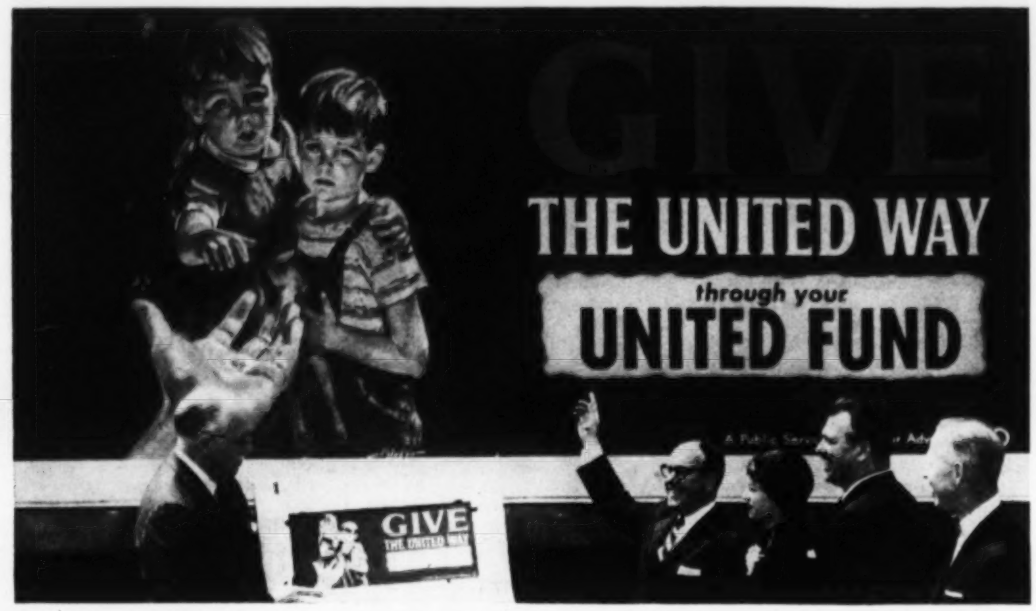
JACK BAIN COMPANY
545 FIFTH AVENUE
NEW YORK 17, N. Y.
MU. 2-3345

HARVEY L. WARD, INC.
360 MICHIGAN AVE.
CHICAGO, ILLINOIS
CENTRAL 6-6269

NATIONAL TRUCKERS SERVICE DIRECTORY
A NATIONWIDE NETWORK of TRUCKERS and TRUCK STOPS

Published by
National Truckers Service, Inc.
103 Twenty-Eighth St.
Newport News, Va.

PHOTOGRAPHIC REVIEW OF THE WEEK



Bleser **Kinney** **Snow** **Weber** **Orr**

PREVIEW—*This poster will be part of the annual drive for funds put on next fall by United Community Funds & Councils of America. Artwork for the poster was prepared by August Bleser, Batten, Barton, Durstine & Osborn, the volunteer agency. Taking a pre-peek here with Mr. Bleser are Gordon Kinney, director of radio and television, and Jeannine Snow, graphic service manager, Advertising Council; Henry Weber, public relations director of the United Community Funds & Councils of America, and Garrett Orr, eastern art director, Outdoor Advertising Inc.*

@#!!**—*Art McAnally (right), New York ad manager for Newsweek, extends his congratulations and regrets to Fred Barrett, media vp, Batten, Barton, Durstine & Osborn, on a near hole-in-one at Newsweek's annual Duffers & Bluffers golf outing. Mr. Barrett's only remark was, " . . . .!"*

Barber **Cunningham** **Nolan** **Ennis**

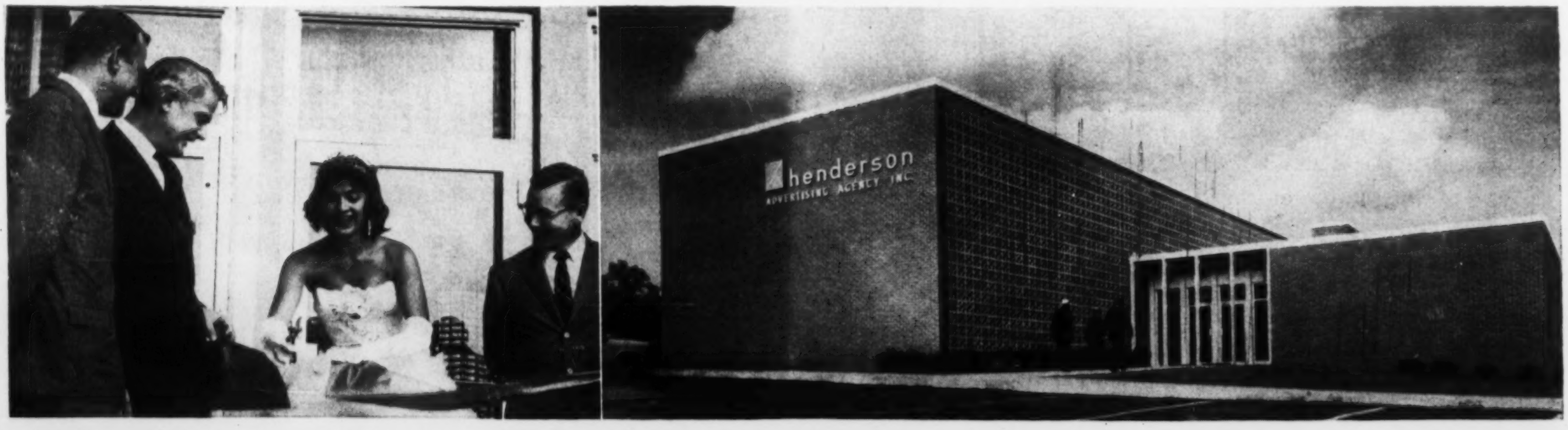
DUFFERS & BLUFFERS—*Cooling their clubs between rounds at Newsweek's annual Duffers & Bluffers golf outing are Walter Barber, vp, Compton Advertising; Jack Cunningham, associate manager, Newsweek; Frank Nolan, media supervisor, Kudner Agency, and John Ennis, vp, Bryan Houston Inc.*

Modern Clam Gun

KEY MEMBER—*Mrs. Edna Johnson Zitziwitz, Fensholt Advertising Agency, Chicago, and the only woman advertising executive attending the Continental Advertising Agency Network convention in Seattle-Victoria, B.C., was given this unusual "key to the city" by William H. Horsley, Pacific National Advertising Agency, Seattle, and new president of the organization. Though the "key" is labeled "modern clam gun," and has a gunstock, reliable sources report back power and shovel are still the only weapons used in digging clams.*

Maloney **Cox** **Henrickson** **Sherak**

LOCAL AND NATIONAL—*John F. Maloney, research boss for Reader's Digest and recently elected president of the New York chapter of the American Marketing Assn., chats with his predecessor, Carl H. Henrickson Jr., vp of Stewart-Dougall & Associates; Dr. Reavis Cox, president-elect of the national marketing association, who has been studying marketing costs under the auspices of the Twentieth Century Fund, and Bud Sherak, research director, Kenyon & Eckhardt.*



Maybank **McIntyre** **Wilson** **Henderson**

AGENCY BUILDING—*Cutting the ribbon at the formal opening of the new $200,000 building for Henderson Advertising Agency, Greenville, S. C., is Gene Wilson (Miss South Carolina). Helping officiate was Lt. Governor Burnet R. Maybank. Two of the proud officers at the opening ceremony are James M. Henderson, president of the agency, and Howard K. McIntyre, vp and secretary. The building has enough space for a potential staff of 100.*

DETROIT'S ON THE GO!

AUTO PRODUCTION for the first 5 months of 1959 is 43% ahead of last year. May's output alone was up 56.5%—and average weekly factory earnings in Detroit are up, too—13% ahead!

DEPARTMENT STORE SALES are up 16% over last year's 5-month figure and still climbing. Department Store volume is now at an all-time high!

THE NEWS' TOTAL LINAGE for April and May showed a gain over 1958 of 1,391,137 lines — more than both other Detroit newspapers combined — further proof of Detroit's economic upturn.

CIRCULATION of The Detroit News is highest of all Michigan newspapers—and HIGHEST IN DETROIT NEWS' HISTORY!

THE NEWS. . 475,873 weekdays* . . 596,884 Sunday*
2nd paper. . . . 459,265 weekdays* . . 512,580 Sunday*

In the Detroit Trading Area, where 98% of all retail business is done, The News has a lead over the 2nd paper of 109,473 weekdays and 195,009 Sunday!

The Detroit News

New York Office . . . Suite 1237, 60 E. 42nd St.
Chicago Office . . . 435 N. Michigan Ave., Tribune Tower
Pacific Office . . . . 785 Market St., San Francisco
Miami Beach . . . . The Leonard Co., 311 Lincoln Road

*ABC 3-31-59

Lions are

MAIL ORDER BUYERS

78% of **LION** Magazine subscribers live in communities of less than 25,000 population. (39% reside in towns of less than 2,500!) They are family men . . . home owners . . . sports and hobby enthusiasts . . . avid readers of books . . . and have an average annual income of $12,370. In short, they are prime mail order prospects. Want a look at the full potential? Write or phone today for your copy of the attractive booklet, "Captive—but Not Caged".

THE *Lion* MAGAZINE

209 North Michigan Ave., Chicago 1
Telephone: ANdover 3-2500

Actor Bellamy Hits TV as Patron of Art; Calls Pay TV Better

WASHINGTON, June 16—The House subcommittee on education last week provided a forum for the president of Actors Equity Assn. to throw some jabs at advertising and to put in a plug for pay tv.

Actor Ralph Bellamy, who is currently appearing here in Sunrise at Campobello, commented that tv at present is programmed according to some advertising agency's policy, some sponsor's opinion of what the public wants, and someone's estimate of what will reach the greatest number of people.

He predicted the public will eventually get the kind of programs it wants through pay tv.

■ Mr. Bellamy was testifying in support of a bill to create a federal advisory committee on the arts, when Rep. Robert N. Giaimo (D., Conn.) asked if it were not true that there was a basic anti-cultural feeling on the part of many people in this country, compared with people elsewhere.

■ Citing the recent success of the Bolshoi, Mr. Bellamy said all forms of art are flourishing.

When the congressman asked why ballet does not do well on tv, in view of this, Mr. Bellamy complained the country is "at the mercy of advertising agencies and various kinds of ratings with a questionable and not a proven value."

The bill was subsequently approved by the subcommittee.

FOX PUTS PAY TV ON VOLUNTARY BASIS

HOLLYWOOD, June 16—Matthew Fox, who hired the famed Moscow Bolshoi Ballet troupe for three days and put four one-hour shows on tv tape, said he is planning to show the tapes on network tv and ask viewers to send in $1 apiece as payment for the entertainment.

Since there is some question about Federal Communications Commission approval of "commercials" during the show asking that the dollars be sent in, Mr. Fox said he would instead invest $1,600,000 in newspaper advertising—$400,000 before each show— requesting that those who view the show make payment.

■ Mr. Fox is chairman and president of Television Industries Inc. and Skiatron of America. He said an estimated 25,000,000 to 30,000,000 viewers would watch each show if it is properly advertised. Total cost of the shows is estimated at more than $3,000,000.

Mr. Fox said no time or network have been arranged for the showings as yet. #

FTC Trains Guns on Pep Boys in Battery Ad Claim Crackdown

WASHINGTON, June 16—The Pep Boys—Manny, Moe and Jack—were the first victims of the Federal Trade Commission's all-out drive to deal with deceptive advertising of the guarantees on automobile replacement batteries.

In a complaint typical of the bill of particulars which FTC investigators are presenting against virtually every auto battery manufacturer and distributor, FTC charged that the Pep Boys use ads featuring such claims as "30 month guarantee" and "fully guaranteed," which lead the public to believe Pep Boys unconditionally and completely guarantee their batteries. Actually, the commission said, the guarantee involves conditions and limitations not disclosed in the advertising.

■ Three weeks ago FTC revealed that a concerted effort is under way to clean up advertising for replacement batteries (AA, June 1). FTC's announcement said investigators have found that misrepresenting in ads is widespread throughout the industry. FTC said most industry members have indicated a willingness to enter into stipulation settlements without litigation. Where the advertiser is unwilling to agree to a stipulation, the commission has turned the investigations over to its bureau of litigation with instructions to press ahead with complaints.

The Pep Boys complaint is the first specific result of the battery investigation to be made public by FTC. The commission reportedly intends to release a list of stipulation settlements involving leaders in the industry some time this week. #

THE SYRACUSE MARKET IS BIG

POPULATION 1,459,100

15 Counties -

BIG In Wife-Power

- *423,900 Households*

BIG In Spending-Power

- *$2,584,890,000 Total Buying Income*

ONE-THIRD THE TOTAL AREA OF NEW YORK STATE

BIG In Buying-Power

Retail Sales	$1,715,762,000
Food Sales	$ 421,980,000
Clothes	$ 103,830,000
Automotive (and allied products)	$ 418,268,000
Drug Stores	$ 46,514,000
Restaurant and Tavern	$ 131,333,000

*Results of Selling Research, Inc. latest Test Market Survey

AMERICA'S *Best TEST MARKET

When you think of the Syracuse Market - think of ALL of it!

. . . and there's one efficient way to sell ALL this BIG market. The SYRACUSE NEWSPAPERS deliver 100% saturation coverage of metropolitan Syracuse plus effective coverage—up to 76%—in the 14 surrounding counties. No other combination of media will do a comparable job at a comparable cost.

the SYRACUSE NEWSPAPERS

Represented Nationally by
MOLONEY, REGAN & SCHMITT

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 241,159 Sunday Herald-American 205,658 Sunday Post-Standard 109,060

A report to advertisers who want to sell the South Florida market—12th largest in the nation.

HOW HIGH IS UP?

UP is almost 400,000 high in Greater Miami where The Miami Herald reached an all-time high of 376,537 Sunday circulation.

Daily is also up to a record-breaking 312,579.

This is blanket coverage of the Miami/Gold Coast . . . exceeds the combined circulation of all seven other newspapers published in South Florida.

In just five years of continuous growth The Herald's Sunday circulation has soared 91,608, daily 68,284. This increase alone is greater than the total circulation of hundreds of U.S. dailies.

Such coverage has placed The Miami Herald at the top of the list in newspaper advertising . . .

FIRST IN FOOD/GROCERY ADVERTISING among all newspapers in the nation

Effectively and economically The Herald alone sells Florida's Fabulous Gold Coast!

THE MIAMI HERALD'S CIRCULATION CLIMB

YEAR	DAILY	SUNDAY
1959	312,579	376,537
1958	302,264	366,584
1957	287,449	345,387
1956	269,781	316,990
1955	255,057	300,922
1954	244,295	284,929

Publisher's Statements for 6-month periods ending March 31

The Total Selling Medium In South Florida Is The Miami Herald

One of America's Great Newspapers

Story, Brooks & Finley, National Representatives

RAB Asks, Gets Recount of Radio Ownership Census

WASHINGTON, June 16—A survey of radio ownership which the Census Bureau completed last November is being rechecked at the request of radio industry sources, which are disappointed with the results.

The survey was made as a supplemental schedule on the bureau's regular monthly report on the labor force in the same manner that the bureau has surveyed tv ownership, cigaret smoking and other special subjects in the past.

Results obtained in the November survey have not been publicly revealed, but they reportedly were questioned by Kevin Sweeney of the Radio Advertising Bureau when he learned of them.

■ Census officials reacted by assuring industry people that they have no objection to a recheck to certify the accuracy of their figures. They emphasize that if the figures are confirmed they will be published, regardless of how industry members feel about them.

The recheck, which involves personal interviews with individuals covered in the November survey, is expected to take another six weeks.

The radio questions were added to the survey at the request of Advertising Research Foundation, under Census Bureau procedures which will provide information on questions of public importance. Questions can be added to the monthly survey provided the sponsoring group assumes responsibility for the extra expense and agrees to permit the bureau to make the results available to the public.

■ Since radio ownership is regularly included in the regular decennial census of housing, officials ruled that a special radio survey was sufficiently important to the public to justify its acceptance as part of the labor force survey.

In the past, Advertising Research Foundation has sponsored several tv ownership surveys as supplements to the bureau's labor force report. At its request, a tv ownership question was included in the May labor force study, and is currently being tabulated for release around Aug. 1. #

Anderson Named President

Ruby Anderson, WGN's Virginia Gale, has been elected president of the Chicago chapter of American Women in Radio & Television. Other officers are Kay Brady, WLS, vp; Helen LaPat, American Red Cross, secretary, and Evelyn Vanderploeg, Arthur Meyerhoff & Co., treasurer.

memo:

83%

The people
who buy,
or specify product, brand,
amount, and source
for more than 83%
of everything bought by
hotels and motor hotels
read

THE
HOTEL MONTHLY

105 W. Adams St.
Chicago 3, Ill.

a Clissold Businesspaper

SpeedWay Back with Baker

SpeedWay division of Thor Power Tool Co., LaGrange Park, Ill., has reappointed Herbert Baker Advertising, Chicago, to handle its advertising. Baker handled SpeedWay until the company merged with Thor. Roche, Rickerd & Cleary, Chicago, will continue to handle the Thor parent company advertising.

Schnitzler Joins Goerl

August R. Schnitzler has joined Stephen Goerl Associates, New York, as art director, succeeding Richard Marvin, who resigned. Mr. Schnitzler was formerly a free lance artist and before that was chief art director of Burke Dowling Adams Inc.

Ransom Joins Merchandising

Robert S. Ransom has joined Merchandising Inc., Newark, O., as an account executive. Mr. Ransom was formerly with Mumm, Mullay & Nichols, Columbus, O.

SMI Distributes Mats to Help U. S. Overcome Egg Glut

CHICAGO, June 16—The Super Market Institute is supplying its members with free newspaper ad mats promoting eggs, designed to "move the nation's egg surplus into consumption."

SMI said Secretary of Agriculture Ezra Taft Benson and Charles B. Shuman, president of the American Farm Bureau Federation, asked for dealer help.

"Unusually heavy egg supplies may persist for another eight to ten weeks, according to Secretary Benson," SMI told its members, "and egg farmers are suffering economic hardship because of extremely low price levels."

■ The six ad mats of varying sizes offered to the retailers tell of the egg surplus problem and ask that consumers help the egg farmers and take advantage of the low prices by buying more eggs. #

'Popular Mechanics' Stays in Chicago; Moves Hunter

Popular Mechanics, published by Hearst Corp., will remain headquartered in Chicago. The decision not to move editorial and sales offices to New York, as had been contemplated, was announced after a conference between Richard E. Berlin, president of Hearst, and G. Harry Chamberlain, publisher of *Popular Mechanics*.

On the West Coast, *Popular Mechanics* moved its Pacific Coast manager, Maxwell Hunter, to San Francisco and promoted Karl Keeler to manager for Southern California, with offices in Los Angeles. The magazine also named Ray C. Watson & Co. West Coast representative for *Mecanica Popular*, its Latin American edition, and the four European editions published in French, German, Swedish and Danish.

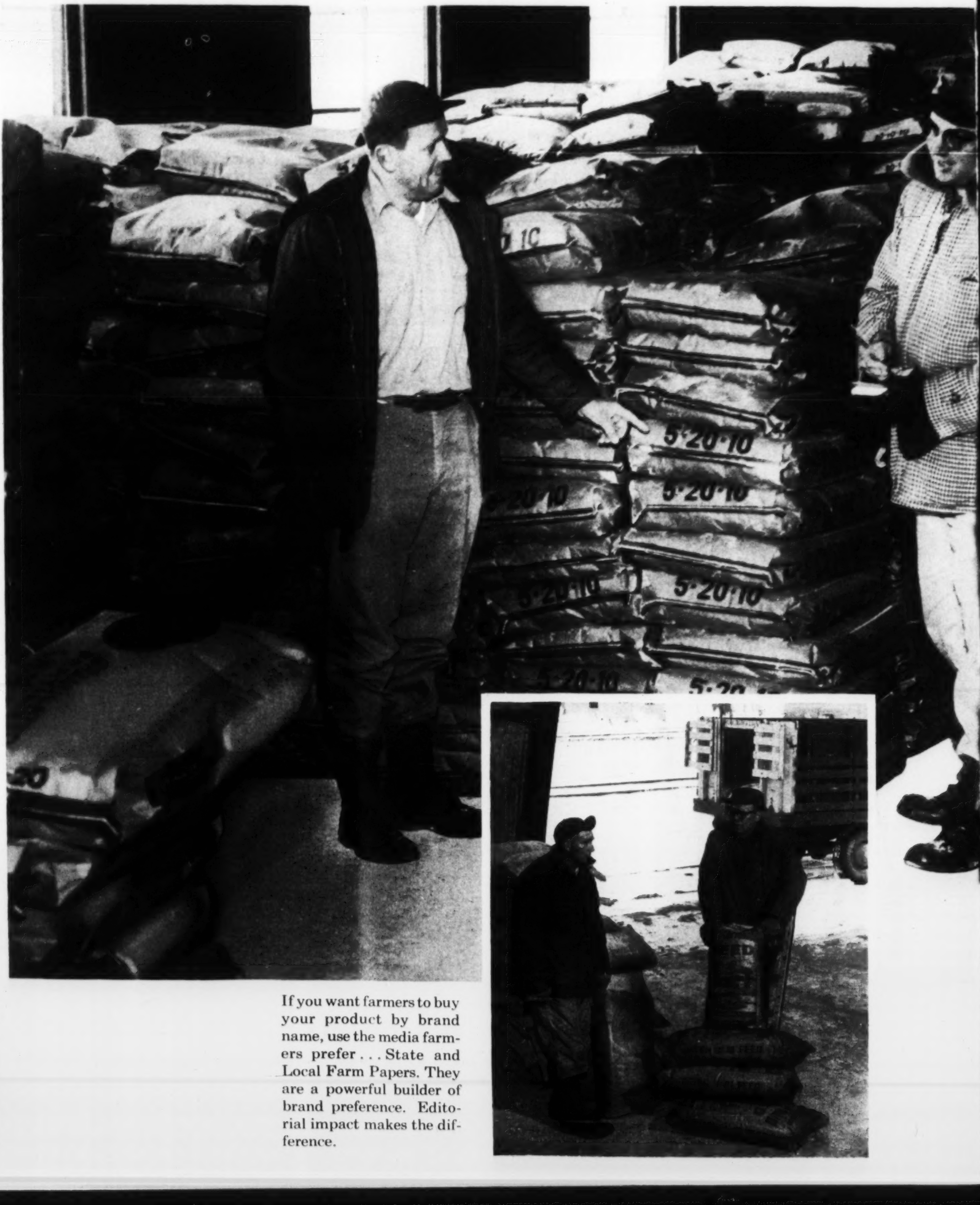
'Fibre Containers' Sets Name Change for August Issue

Fibre Containers, published by Board Products Publishing Co., Chicago, will change its name to *Paperboard Packaging* effective with the August issue. *Paperboard Packaging* will continue to cover manufacturers and converters of paperboard, but will "bridge the gap between the manufacturers of raw materials and packages and the ultimate consumer of packaging."

S&S Corrugated Paper Machinery Co., one of the industry's leading suppliers, will have occupied the front cover advertising position for 440 consecutive issues—almost 37 years—in the August issue.

Marksman Names Sussman

Marksman Products, New York, has named Sussman/Jordan & Polachek, Los Angeles, to handle advertising for its air pistol and other products.



If you want farmers to buy your product by brand name, use the media farmers prefer . . . State and Local Farm Papers. They are a powerful builder of brand preference. Editorial impact makes the difference.

15-Second TV Spots Ineffective, Schwerin Warns British Advertisers

Henry
Schwerin
MacCabe
Hobson

AT BRITISH MEETING—*Among those attending all-day seminar in London on "Increasing the Selling Power of Tv Commercials" were Patrick Henry, sales director of Associated Television Ltd. (ATV), program contractor which sponsored the meeting; Horace Schwerin, president of Schwerin Research, who delivered seven-hour presentation to British admen; Brian MacCabe, managing director of Foote, Cone & Belding Ltd., and John Hobson, chairman of the agency bearing his name.*

LONDON, June 16—Horace Schwerin, president of Schwerin Research Corp., has warned British television advertisers that they are now placing too much reliance on 15-second spots.

Noting that last year 75% of all British commercials were 15 seconds long, Mr. Schwerin called this a "dangerous" practice. It is difficult to be effective in that brief period of time, he said.

"The advertiser who announces his wares in 15 seconds must carve cameos," Mr. Schwerin pointed out. "He cannot make even one mistake."

▪ The researcher's warning came in a seven-hour presentation made last week to an audience of more than 1,000 persons from the British advertising and television worlds. The one-day conference, "Increasing the Selling Power of Tv Commercials," was staged in London's Royal Festival Hall by Associated Television Ltd. (ATV), British tv program contractor.

Mr. Schwerin's talk was based on his company's findings in testing commercials on audiences in the U.S., Canada and Britain.

He reported that in one study of British commercials, Schwerin found that more than 40% of the 15-second examples "caused no significant change in preference, while only a little over a fourth of the 30-second commercials were ineffective."

▪ Mr. Schwerin defined an effective commercial as one that "contains a vital promise, convincingly communicated." He defined "vital promise" as "a product claim, either explicit or implicit, which appeals to the viewer's latent desire and incites him to action."

As for specific do's and don'ts, he advised:

- Keep the commercial structure simple.
- Remember that demonstration is the great strength of this medium.
- Be consumer-oriented, not product-oriented.
- Use animation, legend and jingle only as these contribute to the major aim.
- Don't try to entertain for entertainment's sake.
- Use audio to enhance the video.

▪ "The development of new products and new developments in existing products is an accelerating phenomenon wherever television and marketing research are on the increase," Mr. Schwerin said in his closing remarks. "In the U.S., aided greatly by both these forces, the filter brands moved from 3% to 50% of the cigaret market in four years' time.

"For Britain's leading manufacturers, this is a clear warning signal; for younger and smaller ones, an unparalleled opportunity. It is all very well to note complacently that, according to some estimates, anywhere from half to 80% of new products do not succeed. It is the one that gets through that can destroy the citadel." #

Create product preference fast in the media farmers prefer

Farmers want to be sold through STATE and LOCAL FARM PAPERS

If your product competes with other brands . . . the editorial impact of State and Local Farm Papers helps your advertising build brand preference.

Asked to pick the one farm publication they value most, an outstanding percentage of farmers choose their State or Local Farm Paper . . . in survey after survey. This media preference pays off for you in better readership, wider acceptance, and helps develop fast preference for your product. And, of course, this means your advertising dollars can do a far bigger job.

Here's proof of the farmer preference you can get with State and Local Farm Papers:

A survey in a midwest state reveals 4½ to 1 preference for the State Farm Paper over its nearest competitor. 45% of surveyed midwestern farmers picked their State or Local Farm Paper as their number one farm publication. The same or better preference percentage was revealed in two eastern states. In the Southwest, a State Farm Paper won hands down—with 61.7% preference. And so it goes.

Are you interested in creating a preference for your product—fast! Then let your farmer-prospects make your media choice. Place your advertising in the State and Local Farm Papers . . . Blanket Farmland U. S. A.

Find out more about the rich Farm Market . . . Explore the great sales potential it offers. Write for Booklet —"Farmland USA, America's Biggest Class Market." State and Local Farm Papers, Rm. 1600, 28 E. Jackson Blvd., Chicago, Illinois.

FIRST WITH FARM FAMILIES · BLANKETS FARMLAND U.S.A.
STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer-Ranchman
Arkansas Farmer
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer Stockman
Florida Grower & Rancher
Georgia Farmer
Idaho Farmer
Indiana Farmer
Kansas Farmer
Kentucky Farmer
Michigan Farmer
Mississippi Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Southern Planter
Tennessee Farmer
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

HAS YOUR ACCOUNTANT OR LAWYER TOLD YOU?

The nation's leading publishers, book and record clubs, business and financial advisory services. gift houses and mail order firms —are constantly seeking new mailing lists.

Examine your files! Do you have coupons from advertising, sample or premium requests, contest entries, sales leads, customer lists, inquiries or prospects? These names are valuable! Over 4,000 companies receive royalty checks from renting their lists. *Your company, too, can enjoy this extra income.*

EXECUTIVE PLANNING CALENDAR

If you have more than 15,000 names, may we send you a brochure describing the income potential from renting your lists? With our compliments you will also receive a spiral-bound 9x12 calendar with spaces for notations and at-a-glance planning features. This unique desk-aid is invaluable in scheduling appointments.

Please request on your company letterhead. State quantity of names available, how acquired and the form in which your list is maintained.

LEWIS KLEID, INC.
25 West 45 • New York 36

In 3 years, Readers of the
New York Journal-American
in Families with Incomes of
$5,000 to $7,500
INCREASED 50%

From New York Daily News "Profile of the Millions" 1955 & 1958

NOW!

The Dallas
Morning News
has both the
largest
daily and Sunday
circulation
in Texas!

213,110 DAILY
222,962 SUNDAY
March 31, 1959 Publishers Statements

CRESMER & WOODWARD, INC. • *National Representative*
NEW YORK • CHICAGO • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

Retailers' Ads Carry Disclaimer on List Prices

(*Continued from Page* 3)

local better business bureau tried to enforce a complete ban on the use of any comparisons, but this was rescinded when some dealers complained that their right to quote legitimate comparison was restrained (AA, April 20).

Introduction of disclaimers into the comparative price ads occurred after at least two local chains received letters from the Federal Trade Commission requesting information about their pricing policies. Because all retailers in the District of Columbia are under FTC supervision, a commission drive to clean up misleading price advertising could be particularly effective here.

In conversations with local business men and others, FTC representatives have taken the position that the use of a list price in an ad becomes deceptive if the list price is not the price which is usually charged for the item in this market (AA, May 11).

■ On the other hand, the discount dealers who quote list prices in their comparative price ads have taken the position that they have no intention of suggesting that the list prices quoted in their ads are the regular selling price for the product.

The Todd's disclaimer, which will continue running in all advertising in the indefinite future, according to Kal, Ehrlich & Merrick, Todd's agency, specifies that list prices have been used for identification purposes only, and adds that Todd's prices are always lower than manufacturers' list prices.

"However," it says, "practically all the sale prices shown in Todd's advertising are reduced below our regular, everyday discount prices."

"This message is printed as a public service—for the education and protection of the general public in order to clear up any misconceptions about manufacturers' list prices which are not normal selling prices, but are used only for purposes of quickly identifying the many models produced by the various manufacturers," the box declared.

List prices on furniture, which are not established by national manufacturers, are based on comparison shopping, and an evaluation of comparable current merchandise now selling in this area, Todd's said. #

French Tourism Account Switches to Doyle Dane

(*Continued from Page* 2)

billings were estimated by the client at between $250,000 and $300,000 a year. Media Records figures for the past two years show, however, that the account never billed more than $150,000 a year.

This week the French said the account "will bill around $400,000."

■ The account has also been known to shift in the wake of personnel changes at the tourist office. Georges Anderla, who helped to pick Grey two years ago, now heads up the French tourist office in London. He has been replaced as assistant agent general by Rene Bardy, who helped to select Doyle Dane.

The tourist office said this week that the number of American visitors to Paris during the first four months of 1959 is up 40% over last year's figure.

A news release announcing the agency switch said Doyle Dane was picked "on the merits of its outstanding campaigns in printed media and its solid experience in the travel field. The promotion of American travel to France opens new horizons for the agency's creative team, which frequently has used French themes in connection with other accounts." #

Vermont Newspaper Names McClure, Howe Co-publishers

J. Warren McClure and David W. Howe have been named co-publishers of the *Free Press*, Burlington, Vt. Mr. Howe, who has headed the daily as its publisher, is also treasurer of the corporation. Mr. McClure, who has been with the *Free Press* since 1952, will continue as business manager.

892 advertisers have looked inside this book---*have You?*

How You Can
PENETRATE
to a
Farmer's Checkbook
with
STRAIGHT-LINE ADVERTISING
Michigan Farmer
The OHIO FARMER
PENNSYLVANIA FARMER

20 pages of opportunity . . . showing how advertisers are making budget dollars go further, dig deeper, yield more sales!

Farmers Buy with *Confidence* when it's advertised in FARM PAPERS

The OHIO FARMER market
$1,193,900,000 yearly spendable farm income

Michigan Farmer market
$859,600,000 yearly spendable farm income

Pennsylvania Farmer
market — $847,300,000 yearly spendable farm income

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.

CAPPER-HARMAN-SLOCUM, INC.
1010 Rockwell Ave., Cleveland 14, Ohio

OK, I'll take a look...
send the book.

Name .... Position ....
Firm ....
Address ....
City .... State ....

today as never before...

to sell management

DUN'S REVIEW
and Modern Industry

advertise
in the magazine

DUN'S REVIEW
and Modern Industry
Special Report to Management
INTEGRATING YOUR TRANSPORTATION FOR PROFIT

edited for
the age of the manager

Alert business advertisers recognize that dominant, continuous advertising to management is the effective . . . selective . . . economical way to influence business decisions. This is the reason—month after month—they place more advertising pages in DUN'S REVIEW and Modern Industry. They know the readers of this business management magazine have authority to buy and to influence buying in leading concerns throughout the country.

When you advertise to business your advertising belongs in . . .

DUN'S
REVIEW
and Modern Industry
The magazine of Presidents
...and men who are going to be!
ABC

Spot TV Advertisers by Product Classification

First Quarter, 1959

Source: Television Bureau of Advertising figures from N. C. Rorabaugh Co.

	Gross Time Estimates
AGRICULTURE	$ 536,000
Feeds, Meals	330,000
Miscellaneous	206,000
ALE, BEER & WINE	11,653,000
Beer & Ale	9,999,000
Wine	1,654,000
AMUSEMENTS, ENTERTAINMENT	140,000
AUTOMOTIVE	1,816,000
Anti-Freeze	--
Batteries	160,000
Cars	750,000
Tires & Tubes	161,000
Trucks & Trailers	26,000
Misc. Accessories & Supplies	719,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	423,000
Fixtures, Plumbing, Supplies	108,000
Materials	135,000
Paints	78,000
Power Tools	8,000
Miscellaneous	94,000
CLOTHING, FURNISHINGS, ACCESSORIES	3,827,000
Clothing	2,889,000
Footwear	723,000
Hosiery	148,000
Miscellaneous	67,000
CONFECTIONS & SOFT DRINKS	7,559,000
Confections	4,662,000
Soft Drinks	2,897,000
CONSUMER SERVICES	4,216,000
Dry Cleaning & Laundries	8,000
Financial	637,000
Insurance	768,000
Medical & Dental	43,000
Moving, Hauling, Storage	35,000
Public Utilities	1,804,000
Religious, Political, Unions	387,000
Schools & Colleges	51,000
Miscellaneous Services	483,000
COSMETICS & TOILETRIES	12,056,000
Cosmetics	2,973,000
Deodorants	278,000
Depilatories	34,000
Hair Tonics & Shampoos	3,449,000
Hand & Face Creams, Lotions	1,214,000
Home Permanents & Coloring	921,000
Perfumes, Toilet Waters, etc.	218,000
Razors, Blades	235,000
Shaving Creams, Lotions, etc.	450,000
Toilet Soaps	2,002,000
Miscellaneous	282,000
DENTAL PRODUCTS	4,530,000
Dentifrices	2,415,000
Mouthwashes	1,859,000
Miscellaneous	256,000
DRUG PRODUCTS	16,453,000
Cold Remedies	7,042,000
Headache Remedies	2,718,000
Indigestion Remedies	2 998,000
Laxatives	764,000
Vitamins	770,000
Weight Aids	553,000
Miscellaneous Drug Products	1,327,000
Drug Stores	281,000
FOOD & GROCERY PRODUCTS	46,566,000
Baked Goods	8,022,000
Cereals	4,120,000
Coffee, Tea & Food Drinks	10,680,000
Condiments, Sauces, Appetizers	1,287,000
Dairy Products	2,412,000
Desserts	541,000
Dry Foods (Flour, Mixes, Rice, etc.)	4,764,000
Fruits & Vegetables, Juices	4,099,000
Macaroni, Noodles, Chili, etc.	621,000
Margarine, Shortenings	2,706,000
Meat, Poultry & Fish	2,437,000
Soups	392,000
Miscellaneous Foods	1,773,000
Miscellaneous Frozen Foods	240,000
Food Stores	2,472,000
GARDEN SUPPLIES & EQUIPMENT	262,000
GASOLINE & LUBRICANTS	5,315,000
Gasoline & Oil	5,063,000
Oil Additives	202,000
Miscellaneous	50,000
HOTELS, RESORTS, RESTAURANTS	109,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	11,395,000
Cleaners, Cleansers*	9,651,000
Floor & Furniture Polishes, Waxes	1,141,000
Glass Cleaners	120,000
Home Dry Cleaners	29,000
Shoe Polish	263,000
Miscellaneous Cleaners	191,000
HOUSEHOLD EQUIPMENT—APPLIANCES	801,000
HOUSEHOLD FURNISHINGS	1,345,000
Beds, Mattresses, Springs	480,000
Furniture & Other Furnishings	865,000
HOUSEHOLD LAUNDRY PRODUCTS	9,873,000
Bleaches, Starches	1,403,000
Packaged Soaps, Detergents*	7,765,000
Miscellaneous	705,000
HOUSEHOLD PAPER PRODUCTS	1,306,000
Cleansing Tissues	287,000
Food Wraps	312,000
Napkins	253,000
Toilet Tissue	328,000
Miscellaneous	126,000
HOUSEHOLD, GENERAL	922,000
Brooms, Brushes, Mops, etc.	217,000
China, Glassware, Crockery, Containers	148,000
Disinfectants, Deodorizers	246,000
Fuels (heating, etc.)	55,000
Insecticides, Rodenticides	105,000
Kitchen Utensils	32,000
Miscellaneous	119,000
NOTIONS	42,000
PET PRODUCTS	2,441,000
PUBLICATIONS	332,000
SPORTING GOODS, BICYCLES, TOYS	586,000
Bicycles & Supplies	–
Toys & Games	547,000
Miscellaneous	39,000
STATIONERY, OFFICE EQUIPMENT	65,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	501,000
Radio & Television Sets	162,000
Records	135,000
Miscellaneous	204,000
TOBACCO PRODUCTS & SUPPLIES	8,109,000
Cigarettes	7,629,000
Cigars, Pipe Tobacco	382,000
Miscellaneous	98,000
TRANSPORTATION & TRAVEL	1,184,000
Air	926,000
Bus	56,000
Rail	189,000
Miscellaneous	13,000
WATCHES, JEWELRY, CAMERAS	148,000
Cameras, Accessories, Supplies	49,000
Clocks & Watches	1,000
Jewelry	12,000
Pens & Pencils	82,000
Miscellaneous	4,000
MISCELLANEOUS	1,908,000
Trading Stamps	117,000
Miscellaneous Products	775,000
Miscellaneous Stores	1,016,000
TOTAL	$156,419,000

*Starting with the 4th Quarter 1958 liquid cleaners (i.e. Lestoil) now included in sub-class, "cleaners, cleansers."

You, too, can get effective merchandising help in Muncie

Mr. Jack Dixon, co-owner of Dixon-Duhigg Olds-Cadillac, local dealers, says—"The Muncie Star and Muncie Evening Press have always given us the best of service and honest co-operation in the promotion of our dealership."

What better recommendation?

Why don't you use Eastern Indiana's two great newspapers?

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

Baumann
Naegele
Schmid
Tufty

HAPPY TALK—*The photographer at the Outdoor Advertising Assn. of America convention in Chicago found this group apparently very pleased with the future: Lu Baumann, Majestic Advertising Agency, Milwaukee; Robert O. Naegele, Naegele Outdoor Advertising Co. of Minnesota, Minneapolis; W. A. Schmid Jr., North Texas Advertising Co., Fort Worth, and Jim Tufty, Young & Rubicam, New York.*

George Walsh Adds Accounts

George F. Walsh Advertising Agency, Landisville, N.J., has added three new accounts. They are Teflex Inc., Millville, N. J., manufacturer of Teflon products; Jessie S. Morie & Son, Mauricetown, N.J., miner of silica sands and gravel, and Daniel Goff Co., Vineland and Mauricetown, N.J., producer of sands for the foundry industry.

'Parade' Boosts Gillerlain

William J. Gillerlain has been promoted from the newspaper relations staff of *Parade* to eastern manager of newspaper relations, a new post.

French Airline to McCarty

Transports Aeriens Intercontinentaux (T.A.I.), French airline, has named McCarty Co., Los Angeles, to handle its advertising. T.A.I., which is seeking approval of its proposed route from Los Angeles via Hawaii to Tahiti, recently established U.S. headquarters in Los Angeles.

$485 and up

Versatile Lacey-Luci

for ART • PRINTING • PHOTO • LITHO • SILK SCREEN • ENGINEERING

Send for Catalog P
LACEY-LUCI PRODUCTS CO.
31 Central Ave. • Newark 2, N. J.
DEALERS: Choice Territories Open

The Bull Pen ROOM

Announcing . . . the New BULL PEN ROOM

- The Four Sixty-Five's BULL PEN is dedicated to the advertising, newspaper, radio and television industries.

We feature: Generous martinis and other fine beverages, large steaks and wonderful seafood dinners. Service to meet the tightest deadline.

- Rooms for Private Parties
- specialize in dinners

465 Lexington Restaurant LEXINGTON AVE., BET. 45th AND 46th ST., N. Y.

SAN DIEGO CALIFORNIA

A MARKET YOU CAN BANK ON!

1958 bank deposits in San Diego County totaled $890,924,739 — up 11.7 per cent from 1957, and 108.2 per cent higher than the total for 1950.

Bank deposits reflect the over-all growth, strength, stability, and prosperity of San Diego — third largest market in the 11 western states, and the fastest growing major metropolitan market in the entire nation. San Diego's **buying** power is effectively and economically tapped through the **selling** power of the market's two metropolitan dailies: **The San Diego Union** and **Evening Tribune**. Their combined daily circulation exceeds 200,000. And Facts Consolidated surveys show a readership of 84.4 per cent, unduplicated.

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California — Northern Illinois — Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

WTRF-TV STORY BOARD

A tourist stopped at a combination service station and general store down in our West Virginia hills one day. While his car was being serviced, he noticed an old-timer basking in the afternoon sun holding a short piece of rope in his hand. The tourist walked over to him and asked, "What have you there?"

"This is a weather gauge, Sonny."

"How can you possibly tell the weather with a piece of rope?" the tourist wanted to know.

"It's simple, Sonny. When it swings back and forth, it's windy. When it gets wet, it's raining."

● You'll have to agree there is nothing complicated about our friend's system of weather observation. Just as there is nothing complicated about reaching the 2 million people in the 39-county WTRF-TV area in the heart of Industrial America. A WTRF-TV spot program will do it. The George P. Hollingbery people will tell you how and how much. Ask them today!

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

American Trade Publishing Buys 'Inplant Food Management'

American Trade Publishing Co., publisher of *Bakers Weekly* and the monthly *Biscuit & Cracker Baker* and *Feed Age*, has purchased *Inplant Food Management*, a monthly with 16,000 controlled circulation serving the plant cafeteria market, from Inplant Publishing Corp. Both are in New York. Richard E. Brown, American Trade vp, and Rocco Romano, production manager, have been named general manager and advertising-production manager of *Inplant*, respectively. The *Inplant* editorial staff remains the same: John R. Rutherford, editor and publisher, and James E. Betts Jr., managing editor.

Clark Leaves Publisher

Fred Clark, who was vp, director and secretary of Simmons-Boardman Publishing Corp., New York, and sales manager of *American Builder*, has resigned. Mr. Clark had been with the company almost 20 years.

Kilgore Rickard

Horsley Lando Sanborn

NEW CAAN OFFICERS—*Newly elected officers of the Continental Advertising Agency Network are William H. Horsley, Pacific National Advertising Agency, Seattle, president; Robert N. Lando, Lando Advertising Agency, Pittsburgh, secretary-treasurer; William L. Sanborn, Winius-Brandon Co., St. Louis, vp; Robert Kilgore, Gray & Kilgore, Detroit, new member of the executive committee, and C. H. Rickard, retiring president and committee member.*

SEGARS
CANDLES
TEA'S
MOLA
RIO
How is your product doing
(and your competitors')

in this ONE AND A HALF BILLION DOLLAR ARIZONA MARKET?

We can show you how thousands of individual brands in over 500 different categories are selling in this market right now!

This revealing "look" is from a recent analysis by Associated Grocers, largest food association in Arizona, and owned by over 600 retail grocers. It includes dry groceries, light houseware products, health aids, cosmetics, toiletries and many other items.

It reveals the actual volume movement of brand name products sold by two out of three AG stores and represents an estimated 20% of the food sales in Arizona. Shown also are retail price, package or container size, number of units sold, brand position and sales in retail dollars.

Information sheets for specific categories are available and we gladly welcome your inquiry. Also ask about our sales-stimulating merchandising services. A word from you will bring a world of help from us.

Write, wire or phone Chas. E. Treat, National Advertising Manager, Box 1950, Phoenix, Arizona. ALpine 8-8811.

The Arizona REPUBLIC The Phoenix Gazette

Morning-Evening Combination

Represented nationally by Kelly-Smith Co.

WHAS Leaves CBS; Calls Radio Barter Plan 'No Solution'

LOUISVILLE, June 17—WHAS Inc., operator of WHAS and WHAS-TV, has given notice to CBS Radio that it is terminating its affiliation with the CBS Radio Network "effective any time at your convenience between July 4 and the end of broadcasting on Saturday, July 18."

In a letter to Arthur Hull Hayes, CBS Radio president, Victor A. Sholis, vp and director of WHAS, said, "You will recall we voted against the Program Consolidation Plan out of a conviction it offered no solution to the programming and sales difficulties engulfing the network . . . almost six months' experience with PCP has confirmed our judgment."

The WHAS-TV affiliation with CBS-TV is not involved.

CBS Radio switched to a barter operation Jan. 1, when under the Program Consolidation Plan, it cut back to a limited weekly schedule (AA, Nov. 3, '58, *et seq.*). #

AANR Chapter Elects Pitzer

The New York chapter of the American Assn. of Newspaper Representatives has elected the following officers: Fred W. Pitzer, Jann & Kelley, president; W. Fisk Lochridge, Katz Agency, 1st vp; Howard C. Story Jr., Story, Brooks & Finley, 2nd vp; Frank J. Stapleton, Branham Co., treasurer, and F. B. Fitzgerald, Ridder-Johns, secretary.

Selling Farce or Selling Force?

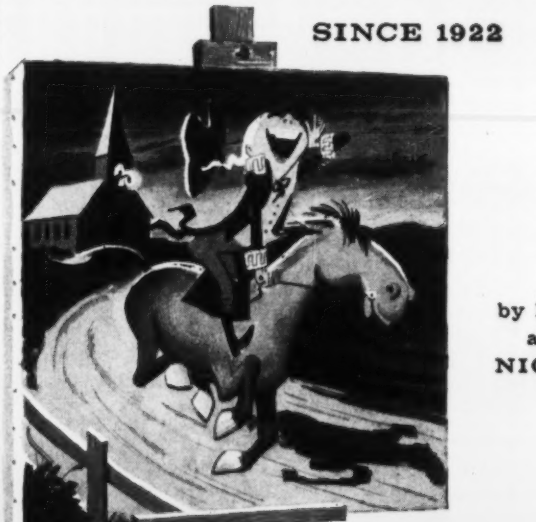
Your advertising got slipping sickness? Let Bott inject "sell-th" to regain its health. Chicago Phone HA 7-9187.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

SPREADING THE NEWS

SINCE 1922



by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

CHICAGO DAILY NEWS

Period room scene, Museum of Science and Industry, Chicago

Home

. . . sweet home . . . is the fountainhead of . . . the springboard for . . . wants and needs . . . for in the home will be found wishing, discussion, consideration, planning, yes, even budgeting. There, we think, you have the best of Environments for newspaper reading. In Chicago and suburbs the adult newspaper readership study by Sindlinger & Co. again lends weight to the long time Daily News slogan "Chicago's Home Newspaper."

DAILY PAPER	**HOME READERS**
CHICAGO DAILY NEWS	92.5%
PAPER B	76.0%
PAPER C	70.8%
PAPER D	67.2%

USE THE POWER OF THE CHICAGO DAILY NEWS
MORE ADULT READERS PER COPY . . . LONGER READING TIME

If you buy

ART & TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S NEW—WHAT'S BEST.

Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $4.00 a year for twelve issues; $7.00 for 24 issues. (New rates go into effect September 1, 1959.)

get **ART DIRECTION**

19 W. 44th Street, New York 36, New York

Swimming Pools of America Names William Hart Adler

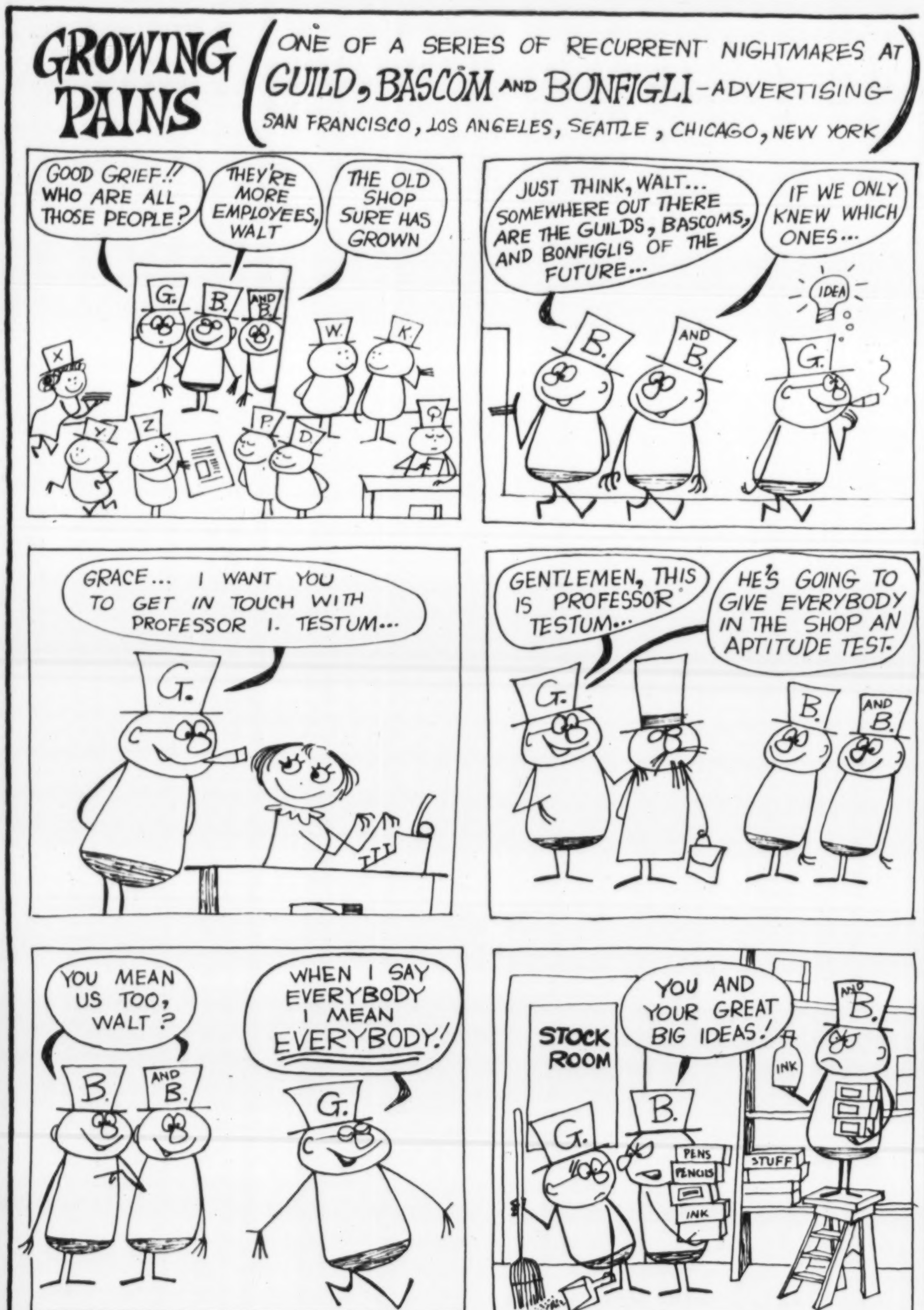
Swimming Pools of America Inc., Hollywood, Fla., has named William Hart Adler Inc., Chicago, to handle its advertising and public relations. Swimming Pools of America, which previously was a direct advertiser, plans a series of regional ad promotions this year and a national ad push in 1960.

Busto Named Ad Manager

Virgil J. Busto, formerly a space buyer at Edward H. Weiss & Co., Chicago, has been named advertising manager of Chicago Molded Products Corp., manufacturer of plastic products.

Bill Cullenward to Revive Cullenward Agency, Oakland

William Cullenward will reactivate his family's agency, Eric Cullenward & Associates, on July 1 under the name of Cullenward & Associates, with temporary headquarters at 44 Hermosa Ave., Oakland, Cal. Eric Cullenward, who founded the agency, died last October. William Cullenward will resign as a sales account executive of KFRC, San Francisco, to operate the agency.

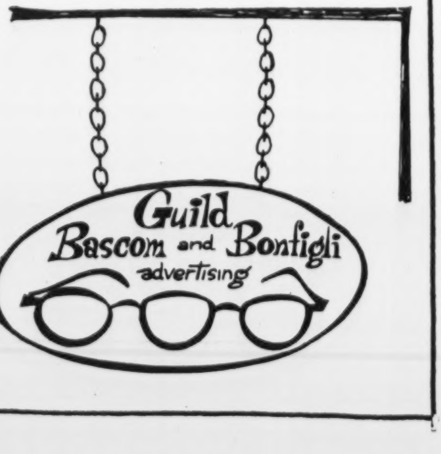


GROWING PAINS
(ONE OF A SERIES OF RECURRENT NIGHTMARES AT GUILD, BASCOM AND BONFIGLI-ADVERTISING-
SAN FRANCISCO, LOS ANGELES, SEATTLE, CHICAGO, NEW YORK)
GOOD GRIEF!! WHO ARE ALL THOSE PEOPLE?
THEY'RE MORE EMPLOYEES, WALT
THE OLD SHOP SURE HAS GROWN
G.
B.
AND B.
W.
K.
X
Y.
Z
P.
D
Q
JUST THINK, WALT... SOMEWHERE OUT THERE ARE THE GUILDS, BASCOMS, AND BONFIGLIS OF THE FUTURE...
IF WE ONLY KNEW WHICH ONES...
IDEA
GRACE... I WANT YOU TO GET IN TOUCH WITH PROFESSOR I. TESTUM...
GENTLEMEN, THIS IS PROFESSOR TESTUM...
HE'S GOING TO GIVE EVERYBODY IN THE SHOP AN APTITUDE TEST.
YOU MEAN US TOO, WALT?
WHEN I SAY EVERYBODY I MEAN EVERYBODY!
STOCK ROOM
YOU AND YOUR GREAT BIG IDEAS!
INK
PENS
PENCILS
INK
STUFF

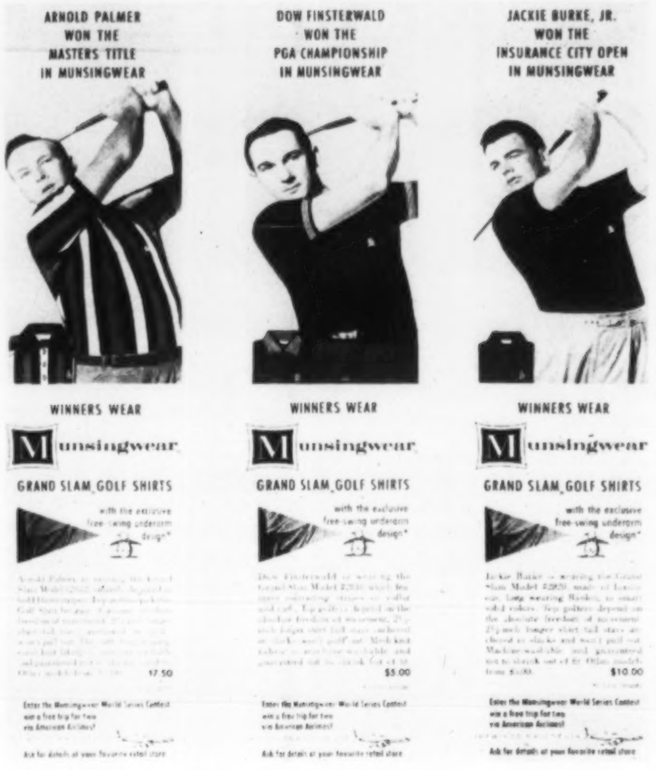
POINT-WITH-PRIDE DEP'T.

THE SILVER ANVIL AWARD (THE "OSCAR" OF PUBLIC RELATIONS) HAS JUST BEEN AWARDED TO RALSTON PURINA FOR ACHIEVING THE FIRST VOLUNTARY NATIONAL USE OF A COMMERCIAL TV PROGRAM (BOLD JOURNEY) AS AN EDUCATIONAL SOURCE.

WELL, THAT'S WHAT HAPPENS WHEN YOU ALLOW P.R. MEN TO INFILTRATE YOUR AGENCY. OF COURSE SUCH AN AWARD MAKES RICE CHEX, WHEAT CHEX, CORN CHEX, RY-KRISP AND INSTANT RALSTON REAL HAPPY, BUT WHAT DO WE TELL SKIPPY PEANUT BUTTER, MOTHER'S COOKIES, FARMER JOHN'S HAM AND BACON, HARRY AND DAVID'S FRUIT-OF-THE-MONTH, MARY ELLEN'S JAMS AND JELLIES, RIVAL DOG FOOD, TIDY HOUSE PRODUCTS, HEIDELBERG BEER AND CARLING BLACK LABEL?



Guild
Bascom and Bonfigli
advertising



ARNOLD PALMER WON THE MASTERS TITLE IN MUNSINGWEAR
DOW FINSTERWALD WON THE PGA CHAMPIONSHIP IN MUNSINGWEAR
JACKIE BURKE, JR. WON THE INSURANCE CITY OPEN IN MUNSINGWEAR
WINNERS WEAR
Munsingwear
GRAND SLAM GOLF SHIRTS
with the exclusive free-swing underarm design*
$7.50
$5.00
$10.00
Enter the Munsingwear World Series Contest win a free trip for two via American Airlines!
Ask for details at your favorite retail store

FORE—*To promote its Grand Slam Golf Shirt this year, Munsingwear Inc. is tying its ads in with 1959 golf tournaments with ads in Sports Illustrated during the season. Powell, Schoenbrod & Hall, Chicago, is the agency.*

Detroit to Host 43rd National Auto Show in 1960

The 43rd National Auto Show will be held in Detroit, in the fall of 1960, coincident with opening of Detroit's new $54,000,000 Cobo Hall, auditorium and exhibition area named for the city's late mayor. Scheduled for Oct. 15 through 23, 1960, it will be the first time the national auto show has ever opened outside New York and first time it has been held in Detroit. The show is being handled by the Automobile Manufacturers Assn.

Howard & Co. Appoints Davis

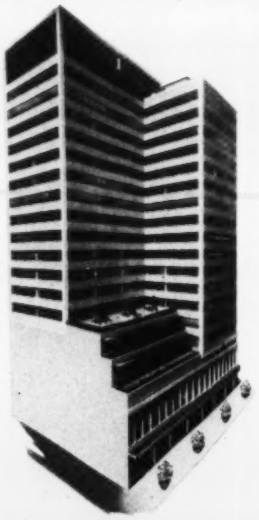
Jack Davis, who helped to organize Bernard Howard & Co., New York radio-tv station representative, has been named exec vp of the company. Mr. Davis was formerly with Stars National, radio station representative.

Wembley Names Bloch VP

Moise B. Bloch has been named vp, advertising and sales promotion, Wembley Inc., New Orleans neckwear manufacturer. Mr. Bloch, who joined Wembley in 1953 as assistant to the president, in charge of retail relations, has been advertising and sales manager for the past three years. Before joining Wembley, he was with Walker Saussy Advertising, New Orleans.

Whirlpool Promotes Benson

John W. Benson has been named assistant national advertising manager, RCA Whirlpool Corp., St. Joseph, Mich., home appliances manufacturer. Mr. Benson succeeds John Trux, who has been named sales promotion manager of Bell & Howell Co., Chicago (AA, June 15). Mr. Benson has been with Whirlpool since 1956.



Pictured above is the First National Bank and Trust Company of Tulsa. Modern? Yes! Big? 83rd in the U. S.! Now building a three-quarter million Autobank. Another reason why you should . . .

You Can "Bank" on TULSA!

Although Tulsa is the second city in Oklahoma in population, deposits in Tulsa banks are consistently greater than in any city in the state. In fact one Tulsa bank is the largest National bank in the 10th Federal Reserve District, which includes such larger cities as Denver, Omaha, Kansas City Oklahoma City and Wichita. There's a reason! Tulsa is the Oil Capital of the World! Consistently prosperous! Consistently responsive to sound advertising and selling. . .

ADVERTISE IN THE OIL CAPITAL NEWSPAPERS

TULSA WORLD
TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally By The Branham Co., with Offices in the Principal Cities in the U.S.A.

Cashmere Bouquet, through D'Arcy, is buying EMULATION raised to the 19,312,000th* power in

THE American Weekly *second only to Church . . . on Sunday*

SELLS THE MOST · FOR THE LEAST · WHERE THE MOST IS SOLD

*Primary Readers, Daniel Starch 1958 Consumer Magazine Report

About the censorship of *Lady Chatterley's Lover*...

A STATEMENT FROM THE PUBLISHER

The decision of the post office denying the facilities of the mails to the Grove Press edition of Lady Chatterley's Lover comes as a shock to everyone concerned with the elementary freedoms in our country. We are faced here with Government censorship in its most powerful, most obnoxious form. In effect, a department established to carry the mails has set itself up as a censor and has arrogated to itself the function of telling the public what it may and may not read. The Post Office has chosen to announce this assumption of power in the case of a book which the leading critics and writers of our day have pronounced a major classic of 20th century literature and a work of unassailable moral stature. The literary experts of the Post Office have decided to disregard the opinion of the overwhelming body of literary scholarship to hold up in its place its own vision of what it regards to be "smut." The Post Office is telling us that even though critics, scholars and book reviewers will be able to appreciate the book's great literary and moral value, the rest of us will lack the discernment to come to the same conclusion.

The Post Office ban, in addition to defying literary and scholarly opinion, also flies in the face of public protests by leading newspapers in the country which, in their editorials, have taken the Post Office to task for this insult to the public's intelligence. Now that the Post Office has placed its official stamp of approval on the ban, fundamental issues of freedom under the Constitution have been raised. These issues are of vital concern to all citizens who refuse to have their reading and thinking controlled for them by Post Office censors.

The Supreme Court has held that all works of literary, social and philosophical significance are protected from Government interference under the First Amendment of the Constitution of the United States. That Lady Chatterley's Lover is such a work has become a fact of literary history which even the Post Office has been unable to contest. There can be little doubt that the Post Office action will be held illegal by the Courts, and Grove Press through its counsels is taking immediate steps to obtain a reversal of the Post Office decision.

– BARNEY ROSSET, *Grove Press*

Adams Obenchain Allured

VIP CLUB MEETS—*Past vps of the council on women's advertising clubs have organized the VIP Club to meet annually at AFA conventions. At the Minneapolis meeting this trio—Bea Adams, Gardner Advertising Co., St. Louis; Mabel Obenchain, Famous Features Syndicate, Chicago, and Prudence Allured, Manufacturing Confectioner Publications—toast each other in champagne. VIPs who attended the AFA meeting but are not shown in the picture include Bonnie Dewes, D'Arcy Advertising Co., St. Louis; Mary Busch, Emery Advertising Agency, Baltimore, and Honor Gregory, Gregory & House & Jansen, Cleveland.*

Enjay Ads Promote Butyl Rubber Use in Tire Manufacturing

New York, June 16—Enjay Co. is introducing butyl auto tires to consumers and the trade this month via a print campaign and an extensive round of presentations.

Enjay is a petrochemical producing affiliate of Standard Oil Co. (New Jersey). Butyl is a synthetic rubber which is already widely used in inner tubes and other products.

Market tests of the tires have been going on since 1957. The Institute for Motivational Research, after talking to persons who have used butyl tires, said the tires have four main selling points: They have better traction than standard tires, cause less bounce, wear longer and do not squeal on turns.

Advertising began with a three-page b&w ad in *Life* May 18. Color spreads are scheduled for June issues of *Business Week, The New Yorker* and *Time*.

In addition, page ads, some four-color and some two-color, will run in 25 trade magazines. Page newspaper ads ran June 2 in the *Akron Beacon Journal, Detroit News* and *Detroit Free Press*.

■ Enjay is seeking to interest auto makers, tire manufacturers and tire retailers in the butyl tires. So far two companies are manufacturing the tires—Firestone Tire & Rubber Co. and U. S. Rubber Co. They are marketed through Esso Standard Oil Co., New York, a subsidiary of Jersey Standard, under the Atlas label.

McCann-Erickson is the Enjay agency. #

D-F-S Names Four

Dancer-Fitzgerald-Sample, New York, has named Robert Buck a merchandising account executive, William Callender a copy supervisor and Lawrence Gayda an art director. Mr. Buck formerly was with Lever Bros. Co.; Mr. Callender was with William Esty Co., and Mr. Gayda was with Adams & Keyes. The agency also has named Richard H. Whidden, account executive on General Mills, a vp.

Bennett Opens in London

Bennett Associates, public relations subsidiary of Victor A. Bennett Co., will open a London office July 1. Lawrence V. Fairhall, now a Bennett vp in New York, will head the new office.

Charles Darwent Named to N. J. Asparagus Council

Charles E. Darwent, advertising and sales promotion director of Seabrook Farms Co., Seabrook, N. J., has been named vice-chairman of the New Jersey Asparagus Industry Council and head of the council's advertising and promotion committee. The council is currently conducting an advertising and promotion campaign for fresh asparagus in the New York-Philadelphia areas, using, for the first time, spot commercials on tv.

Chambers Names Senne

Chambers Built-ins Inc., Chicago, maker of built-in kitchen appliances, has named Henry Senne Advertising, Chicago, as its agency. Caldwell, Larkin, Sidener-Van Riper, Indianapolis, is the previous agency.

400,000 families buy, read and love Flower Grower, The Home Garden Magazine.

It is the center of the market for lawn and garden products —seeds or lawnmowers, flowering trees or garden chemicals. It leads all others in advertising space and dollars—because the center of the market is the place to build sales. Flower Grower, The Home Garden Magazine, 400,000 families strong.

John R. Whiting, *Publisher*
Robert G. Miner, *Advertising Director*

Flower Grower,
The Home Garden Magazine
2613 Grand Central Terminal
New York 17, New York

WE'LL BE GLAD TO SEND YOU A SAMPLE COPY

Editor Dunbar put in year of Africa study at Northwestern before Africa trip

Photographer Harrington taking one of 3,500 pictures he shot inside Africa

Editor Korry on way to see Prime Minister Verwoerd in Union of South Africa

Photographer Sandberg checks his light meter in native village near Durban

This Look editor-photographer team traveled 10,000 miles "Inside Negro Africa" to cover the biggest revolution of our time

South of the Sahara—in an area four times the size of the United States—160,600,000 Negro Africans are clamoring for freedom after years of colonial rule. For a report on this major upheaval, LOOK sent editors Ernest Dunbar and Ed Korry and photographers Phillip Harrington and Bob Sandberg on a fact-finding tour of Africa that lasted three months. The story they brought back—a moving, eye-opening story—appeared in a recent issue of LOOK.

The sights, the sounds, the smells, the excitement of an awakening continent came alive in *Inside Negro Africa* because this 15-page text-and-picture article was planned, written and produced by men who *were* inside Negro Africa. This is the LOOK difference. LOOK editors, like Dunbar and Korry, follow their assignments through from first-stage discussions to last-minute revisions . . . researching, writing, re-writing, helping design layouts. They *live* the story to get the story.

Against a current trend toward impersonal, assembly-line journalism, the LOOK approach of on-the-spot coverage by editors themselves helps explain why millions of readers have come to identify LOOK with warmth, understanding and wonder . . . why LOOK is able, issue after issue, to project its message from the printed page into the homes and lives of the American people.

LOOK the exciting story of people

Canaveral is the center for space tests because conditions are ideal . . .

PORTLAND
MAINE

is the center for product tests because conditions are ideal

PORTLAND MAINE NEWSPAPERS
PRESS HERALD EVENING EXPRESS SUNDAY TELEGRAM
94% coverage of ABC retail zone 100% coverage of city zone
represented by Julius Mathews Special Agency

1 FIRST in the United States among cities under 150,000 pop.

6 SIXTH in the United States among ideal testing cities regardless of pop.

2 SECOND of all testing cities in New England regardless of size.

source: Sales Management

KFMB, KFMB-TV Shift Two

Dan Bellus, formerly sales development and promotion director of KFMB and KFMB-TV, San Diego, has been promoted to sales manager of KFMB. Succeeding him is his assistant for the past year, Parker H. Jackson. The stations are owned by Marietta Broadcasting Co.

Ogilvy, Benson Names Two

William H. Weed, formerly with Procter & Gamble Co., has joined Ogilvy, Benson & Mather, New York, as an account executive. Douglas S. Cramer, also formerly with P&G, has joined the Ogilvy agency as a broadcast supervisor.

Finney Promotes Woodman

James M. Woodman Jr., formerly advertising-marketing director of Lincoln-Continental division, Ford Motor Co., has been elected exec vp and director of Peter Finney & Co., Miami.

John Donnelly, 49, Outdoor Ad Leader, Boston Adman, Dies

John Donnelly

BOSTON, June 16—John Donnelly, 49, Boston outdoor advertising executive, died June 14 at his Dedham, Mass., home after a short illness. He was trustee and exec vp of John Donnelly & Sons and, with his brother, Edward C. Donnelly Jr., represented the third generation of the family in the company. He was born in Dedham, attended Georgetown University and was graduated in 1934 from Boston College. He was an expert horseman, and his hunt team achieved national recognition. He served as executive officer of eight of the company's outdoor advertising subsidiaries on the East Coast. He also was vp of Donnelly Electrical & Mfg. Co.

During World War II he was chief of graphic arts, war bond division of the Treasury Department. He was a director of the Greater Boston Chamber of Commerce, New England Council and the Outdoor Advertising Assn. of America. He was a member of the advisory council of the Boston College school of business administration, Boston Arts Festival committee and the industrial advisory committee of the Massachusetts department of commerce.

CHARLES E. FISHER

LAGUNA BEACH, CAL., June 16—Charles E. Fisher, veteran newspaper executive who spent more than 50 years in the field, died here June 8.

He started his career on the *Seattle Post-Intelligencer*. Later, he worked for the old *San Francisco Call, Los Angeles Express, Los Angeles Examiner*, and was the first business manager for the *Los Angeles Daily News.*

In 1934, Mr. Fisher was appointed manager of the Los Angeles office of Reynolds-Fitzgerald Inc., newspaper representative, and served in that position until his retirement in 1954.

ROLAND BELKNAP

BRATTLEBORO, VT., June 16—Roland W. Belknap, 51, president of Vermont Newspaper Corp. and editor of the weekly *Bellows Falls Times,* died June 9. The corporation also publishes three other weeklies.

New Dallas Agency Opens

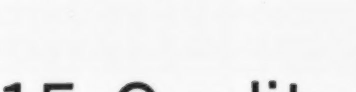
Commercial Advertising Associates, a new agency specializing in regional and national radio-tv campaigns, has been formed in Dallas, at 3200 Maple. The company is a subsidiary of Commercial Recording Corp., Dallas. Key personnel of the new company are Tom Merriman, president; Bob Farrar, exec vp, and Jerry Blum, account executive.

CBC Sets Summer Schedule

Canadian Broadcasting Corp., Toronto, will introduce 13 new Canadian-produced live talent programs during its summer schedule. In addition, CBC will produce 11 other live features, some continuing from winter programming and others returning from last summer. Sponsors have been garnered for six of the 13 new shows.

Yaffe Gets 4 New Accounts

Kaufman Home Style Food Products, Sibley Shoes, Harry Newman Motor Sales and Harold Turner Inc. have named Fred Yaffe & Co., Detroit, to handle their advertising.



Theodore L. Lindbergh, seated, in Charge of Intaglio's Order Writing Department, discusses an incoming job with John W. Mace, Jr., Assistant Head of the Department.

15 Quality ✓'s!

Quality in gravure is never an accident—it's planned at each step. And checked and double checked, at every production stage, by both mechanical means and human minds.

At Intaglio, quality control starts with all incoming material, proceeds through camera work, retouching, stripping, the making of positives, laydown and staging, etching, and final proofing. A gravure job in process is checked at least 15 times—Intaglio's assurance of the best!

For over two decades, Intaglio has maintained the finest standards. It has developed new equipment and has constantly devised better new techniques and procedures. Intaglio has led in basic research—was a founder of the Gravure Technical Association and a founder and charter member of Gravure Research, Inc.

Intaglio is easy to use. We take your original art and copy, make color separations, deliver fully retouched positives, and provide final proofs for your approval and color guides for the printer.

AT Intaglio 35% of our craftsmen have been with us ten years or more. Intaglio has more varied experience in gravure than anybody in the world —and processes more gravure in its field than any other engraver.

Seven offices are at your service.

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York, New York—1828 Lewis Tower Bldg., Philadelphia—
731 Plymouth Court, Chicago—40 Hague Ave., Detroit—369 Pine St., San Francisco—
1932 Hyperion Ave., Los Angeles—126 West McMicken Ave., Cincinnati

Detroiters unfold their newspapers in the evening

Total unduplicated metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

The facts are in the figures! Detroit is an evening newspaper town! And the DETROIT TIMES in combination with Detroit's other evening newspaper gives you the finest metropolitan coverage—70.5% unduplicated coverage! Better put the TIMES on your schedule if you really want to meet Detroit!

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

June Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (May)

	Pages				Lines			
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958
Commonweal	23.3	13.7	104.9	80.3	8,786	5.637	43.058	33.628
Cue	91.5	102.0	337.0	356.8	39,253	44,114	144,568	153,076
†Down Beat	36.6	48.3	225.8	203.9	15,372	20,286	94,850	85,624
‡Grit	28.9	24.7	147.8	123.2	28,865	24,725	147,754	123,145
Life	327.9	306.2	1,404.4	1,423.2	222,948	208,220	955,024	967,750
Look	122.3	108.9	531.0	577.2	83,164	74,052	361,080	392,496
Newsweek	280.8	247.8	1,242.3	1,202.2	117,936	104,076	521,766	504,924
‡§New Yorker	506.5	442.7	2,023.6	1,787.3	217,277	189,920	868,075	766,733
#National	495.2	429.9	1,974.7	1,732.9	212,464	184,414	847,157	743,401
#Sectional	40.1	45.8	159.4	194.2	17,189	19,665	72,680	83,330
Presbyterian Life	14.4	15.9	79.2	61.5	6.057	6,676	33,283	25,880
†The Reporter	15.0	8.5	105.8	65.1	6,309	3,549	44,440	27,354
Saturday Evening Post	288.9	308.1	1,175.9	1,246.8	196,447	209,538	799,605	847,839
Saturday Review	105.8	74.4	503.5	437.5	44,430	31,238	211,425	183,775
Sporting News	24.2	20.9	109.8	126.1	26,282	22,654	119,117	136 860
§Sports Illustrated	168.1	145.6	562.3	543.8	72,122	62,471	250,077	233,294
#National	155.9	135.0	550.1	495.4	66,897	57,929	244,852	212,686
#Sectional	49.9	40.5	241.3	256.5	21,406	17,510	103,499	108,630
Time	257.0	248.0	1,224.3	1,235.3	107,872	104,146	514,148	518,815
TV Guide	56.6	43.0	256.4	229.3	10,307	7,828	46.659	41,735
*U.S. News & World Report	249.8	252.3	1,108.1	1,107.8	104,908	105,966	465,389	465,279
Total Group	2,597.6	3,721.6	11,142.0	15,710.6	1,308,335	1,225,096	5,610,318	5,508,207

† Two issues in May 1959; three issues in May 1958. ‡ Five issues in May 1959; four issues in May 1958. § Total represents national advertising plus sectional at reduced decimal equivalent. # Not included in totals. * Four issues in May 1959; five issues in May 1958.

Women's

	Pages				Lines			
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
†Bride & Home	—	—	140.7	111.5	—	—	89,007	70,589
†Bride's Magazine	—	—	365.3	357.3	—	—	230,806	225,792
Everywoman's Family Circle	36.4	43.1	255.4	222.3	15,616	18,490	109,567	95,367
Good Housekeeping	107.9	107.4	614.7	642.3	46,284	46,075	263,723	275,550
Ladies' Home Journal	85.9	83.4	556.1	535.5	58,438	56,698	378,121	364,120
McCall's	58.5	61.3	380.6	413.5	39,760	41,677	258,837	281,241
‡Modern Bride	—	—	314.5	293.9	—	—	198,764	185,744
§Parents' Magazine	57.2	50.4	338.8	337.2	24,621	21,653	145,900	145,050
Seventeen	83.9	89.2	618.7	602.7	57,035	60,679	420,726	409,855
Western Family	12.4	21.2	83.9	104.0	5,217	8,890	35,269	43 681
Woman's Day	29.0	28.7	227.4	181.2	12,441	12,329	97,561	78,162
The Workbasket	27.3	16.3	234.2	203.2	5,369	3,213	45,907	39,936
Total Group	498.5	501.0	4,130.3	4,004.6	264,781	269,704	2,274,188	2,215,087

† Published quarterly in January, April, July and October. ‡ Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly; cumulative figures shown are for combined May-June issue. § Includes Shopping Scout Section linage.

General

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
American Artist	46.4	43.6	181.6	182.3	19,467	18,317	76.287	76,564
American Forests	12.9	14.0	85.2	101.0	5,418	5,880	35.784	42,434
American Legion	15.5	16.2	95.7	74.0	6,495	6,798	40.175	31,063
Argosy	22.1	19.6	137.5	134.0	9,519	8,430	58,993	57,519
Atlantic	33.0	27.0	226.6	197.1	13,881	11,361	95,199	82,822
†Christian Herald	19.9	19.4	217.9	211.9	8,425	8,345	93,438	91,034
Columbia	5.9	4.1	69.3	48.5	2,483	1,726	29,121	20,362
Coronet	42.5	34.0	294.5	244.5	7,650	6,120	53,010	44,010
Cosmopolitan	25.9	18.1	143.8	121.2	11,108	7,752	61,676	51,997
Ebony	76.3	70.7	455.1	404.9	51,934	48,143	309,512	275,346
Elks Magazine	8.6	10.2	77.8	64.6	3,703	4,406	33,080	32,747
Esquire	85.5	88.0	428.1	409.1	57,456	59,136	287,683	274,915
Extension	12.9	18.7	87.4	104.3	8,876	12,862	60,140	71,742
Flying	50.0	48.4	299.0	256.5	21,000	20,328	125,580	107,730
Golf Digest	31.5	32.9	137.0,	120.0	6,428	6,705	27,948	24.480
Gourmet	30.9	30.0	180.5	185.5	13,282	12,865	77,412	79,586
Grade Teacher	20.1	14.5	190.8	194.5	8,869	6,409	84,151	85,771
Harper's Magazine	30.5	25.5	208.4	185.9	12,818	10,711	87,533	78,102
Hi Fi Review	41.1	36.4	266.2	188.3	17,262	15,288	111,804	79,086
High Fidelity	65.2	62.0	441.6	414.0	27,284	26,040	185,472	173,880
Holiday	110.2	118.0	607.3	590.9	74,966	80,211	412.988	401,806
Hot Rod	38.2	28.0	198.6	149.8	16,058	11,776	83,454	62,930
Improvement Era	25.9	25.7	147.0	146.2	10,864	10,789	61,757	61,415
Instructor	22.4	21.0	177.9	179.5	15,315	14,363	121,690	122,821
Kiwanis Magazine	5.3	5.4	48.6	37.4	2,233	2,252	20,403	15,696
Motor Boating	141.1	132.3	996.2	935.0	82,982	77,812	585,699	549,695
Motor Life	23.6	16.6	115.4	114.5	9,926	6,986	48,444	48,090
Motor Trend	33.3	24.7	158.9	129.8	13,986	10,360	65,508	54,516
National Geographic	49.0	46.0	278.8	270.1	11,620	10,901	66,161	64,073
Playboy	23.4	12.1	122.9	79.6	9,711	5,082	52,523	33,032
Popular Boating	105.1	59.7	563.8	390.9	61,798	35,103	331,455	229,849
Popular Photography	77.3	81.0	435.5	473.9	32,466	34,020	182,910	199,038
Promenade	17.8	13.5	109.8	108.0	7,643	5,812	47,094	46,360
Reader's Digest	75.0	51.5	482.5	301.5	13,650	9,373	87,815	54,873
Redbook	32.0	29.2	192.9	207.0	13,732	12,523	82,737	88,794
Rotarian	8.8	9.0	57.6	56.1	3,679	3,785	24,168	23,568
Sports Cars Illustrated	29.8	25.9	157.0	141.6	12,516	10,878	65,940	59,472
Today's Health	25.9	20.6	157.4	139.8	11,118	8,820	67,602	61,221
Together	7.6	7.3	66.8	58.5	3,261	3,173	28,808	25,229
Town & Country	45.0	44.2	392.3	373.2	28,391	27,959	247,904	235,843
True	46.4	32.2	192.0	167.0	19,917	13,827	82,352	71,647
V. F. W. Magazine	10.0	10.5	67.2	63.1	4,192	4,397	28,206	26,506
Yachting	124.5	123.1	864.4	804.1	73,206	72,382	508,267	472,810
Total Group	1,754.3	1,570.8	10,814.8	9,759.6	846,588	770,196	5,237,883	4,790,274

† This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication.

Home

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
American Home	40.3	39.5	293.4	323.4	25,482	24,938	185,425	204,386
Antiques	55.7	57.9	364.2	368.5	16,353	17,015	106,925	108,265
Better Homes & Gardens	85.4	88.1	562.7	618.9	53,969	55,682	355,635	391,160
Flower & Garden	32.3	17.3	221.5	167.6	13,577	7,665	93,035	70,845
Flower Grower	42.9	42.7	368.2	353.3	18,026	17,916	154,643	148,394
House & Garden	59.9	60.9	395.9	402.1	37,830	38,483	250,187	254,153
House Beautiful	112.8	136.8	578.9	613.3	71,323	86,466	365,882	387,634
Living for Young Homemakers	77.0	58.7	410.4	357.0	48,664	37,087	259,392	225,625
Popular Gardening	45.9	38.0	332.3	309.4	19,275	15,956	139,558	129,934
Sunset Magazine	123.4	121.9	736.5	721.9	51,849	51,222	309,451	303,311
Total Group	675.6	661.8	4,264.0	4,235.4	356,348	342,430	2,220,133	2,223,707

Fashion

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Charm	54.6	51.3	456.5	462.8	23,426	21,991	195,858	198,546
Glamour	48.7	52.6	420.6	456.5	20,883	22,567	180,431	195,838
Harper's Bazaar	44.8	48.2	503.6	527.7	28,388	30,492	318,303	333,612
Mademoiselle	34.8	42.5	436.3	430.7	14,942	18,230	187,174	184,790
Vogue	54.5	70.1	694.5	782.1	34,475	44,300	438,952	494,302
Total Group	237.4	264.7	2,511.5	2,659.8	122,114	137,580	1,320,718	1,407,088

Movie-Romance-Radio-TV

	Pages				Lines			
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
†Dell Modern Group:								
Modern Romances	29.8	32.9	155.2	150.3	12,781	14,135	66,588	64,505
Modern Screen	25.2	23.6	97.5	88.8	10,809	10,113	41,786	38,086
Screen Stories	16.9	17.6	78.3	72.4	7,230	7,544	33,537	31,048
Fawcett Women's Group:								
Motion Picture	15.5	17.3	84.3	77.3	6,657	7,432	36,173	33,152
True Confessions	24.6	25.6	142.0	118.8	10,556	10,977	60,920	50,977
Hillman Romance Group	5.0	2.4	23.7	35.7	2,165	1,043	10,272	15,446
‡Hillman Women's Group	16.9	16.4	103.2	99.3	7,284	7,046	44,394	42,694
Ideal Women's Group:								
Intimate Story	19.7	14.7	126.7	84.5	8,476	6,288	54,389	36,230
Movie Life	18.6	19.1	121.8	99.7	7,983	8,208	52,299	42,812
Movie Star TV Close-Ups	18.6	19.2	121.9	99.6	7,983	8,222	52,329	42,742
Personal Romances	20.5	14.6	127.8	86.1	8.819	6,263	54,887	36,965
TV Star Parade	16.6	14.3	108.0	80.5	7,140	6,156	46,335	34,615
Secrets Romance Group:								
Revealing Romances	17.0	16.4	120.7	103.2	7,295	7,050	51,780	44,259
*††Daring Romances	—	—	102.5	46.1	—	—	43,986	19,786
*Confidential Confessions	16.7	16.4	56.8	108.4	7.181	7,064	24,383	46,525
Secrets	17.0	16.5	120.6	104.9	7,295	7,085	51,766	45,022
§Silver Screen	12.4	11.7	74.2	63.7	5.335	5,029	31,869	27,345
True Story Women's Group:								
Photoplay	40.3	29.8	178.3	151.9	17,282	12,767	76,507	65,166
True Experience	13.9	10.7	91.9	78.4	6,000	4,599	39,439	33,619
True Love	15.1	10.3	92.7	78 1	6,490	4,426	39,769	33,501
True Romance	14.4	10.6	92.8	78.3	6,186	4,552	39,796	33,583
True Story	57.5	54.2	327.8	316.7	24,679	23,251	140,621	135,869
TV-Radio Mirror	13.0	9.5	78.5	63.9	5 588	4,090	33,683	27,409
Total Group	445.2	403.8	2,627.2	2,286.6	191,214	173,340	1,127,508	981,356

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. † No January issue in 1959 or 1958. ‡ No May 1958 issue. § Published bi-monthly; alternates with Screenland. * Beginning in February Daring Romances and Confidential Confessions will be published monthly instead of bi-monthly. †† Not published in June 1958 or June 1959.

§Business (June)

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Dun's Review & Modern Industry	114.7	107.2	512.5	471.3	48,178	45,033	215,233	197,958
Fortune	177.0	140.7	945.2	954.0	111,864	89,054	597,398	602,928
Nation's Business	52.6	44.9	315.8	271.2	22,089	19,298	132,641	116,574
Total Group	344.3	292.8	1,773.5	1,696.5	182,131	153,385	945,272	917,460

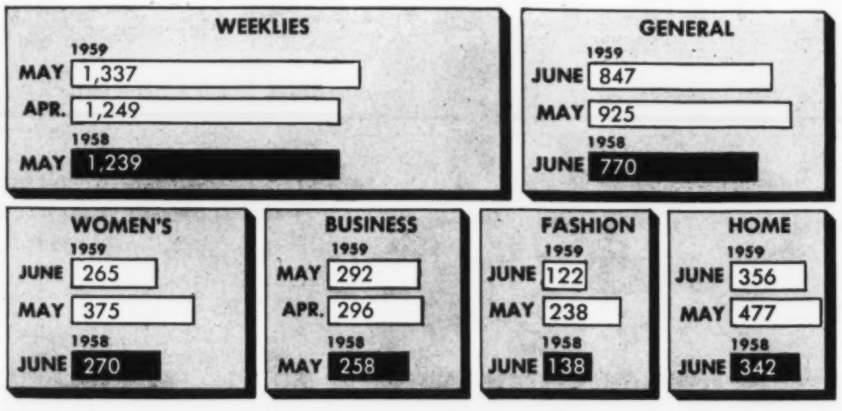
§ Because current month linage figures for several publications are not yet available this group is broken into a June and a May section.

Business (May)

	Pages				Lines			
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958
Barron's	74.9	59.6	417.0	350.3	49,167	39,136	273,614	229,812
Business Week	467.8	428.3	1,929.5	1,961.2	196,493	179,886	810,382	823,700
Financial World	44.6	42.4	272.9	221.5	18,724	17,827	114,610	93,049
Forbes	64.6	50.8	321.7	287.0	27,138	21,332	135,100	120,590
Total Group	651.9	581.1	2,941.1	2,820.0	291,522	258,181	1,333,706	1,267,151

Magazine Linage Trend

Figures in thousands



Farm Magazines

	Pages				Lines			
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Capper's Farmer (mon)	36.3	42.2	259.1	340.2	15.569	18,088	111,152	145,917
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	27.7	30.5	240.1	241.8	11,878	13,092	103,018	103,144
#Southwestern Edition	31.6	30.5	226.3	240.1	13,561	13,077	97,103	102,980
Average 2 Editions	29.2	30.5	234.7	241.1	12,535	13,086	100,710	103,446
Farm Journal: (mon)								
#Central Edition	70.0	73.4	535.1	521.6	30,040	31,494	229,551	223.777
#Eastern Edition	68.4	69.2	484.4	469.1	29,326	29,706	207,817	201.252
#Southern Edition	60.4	62.4	418.6	421.5	25.895	26,776	179,580	180,813
#Western Edition	71.5	72.3	520.1	496.8	30,685	30,996	223,134	213,141
Average 4 Editions	67.6	69.3	489.6	477.3	28,987	29,743	210,021	204,746
Progressive Farmer: (mon)								
#Carolina-Va. Edition	61.7	63.1	493.5	521.0	41,926	42,882	335,589	354,299
#Ga.-Ala.-Fla. Edition	61.2	63.7	487.1	524.7	41,629	43,328	331,219	356,823
#Ky.-Tenn.-W. Va. Edition	59.2	59.4	455.8	480.6	40.276	40,363	309,976	326,822
#Miss.-La.-Ark. Edition	64.1	62.0	461.0	485.6	43.571	42,157	313,291	330,217
#Texas Edition	68.0	62.4	477.9	498.1	46,273	42,463	324,994	338,683
Average 5 Editions	62.8	62.1	475.0	502.0	42,735	42,239	323,014	341,369
Successful Farming (mon)	62.0	65.3	491.1	461.0	27,911	29,383	220,996	207,438
Total Group	257.9	269.4	1,949.5	2,021.6	127,737	132,538	965,893	1,002,916

Not included in totals.

Youth

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
American Girl	18.3	16.3	145.2	145.6	7,838	6,973	62,293	62,445
Boys' Life	31.2	31.8	179.8	167.5	21,204	21,646	122,262	113,862
Child Life	—	2.9	4.1	14.3	28	1,249	1,775	6,138
†Scholastic Magazines	—	—	245.2	216.3	—	—	102,991	90,869
‡Scholastic Roto	—	—	44.1	34.8	—	—	38,615	30,403
Total Group	50.2	51.0	618.4	578.5	29,070	29,868	327,936	303.717

† Not published June through August. ‡ Not published June through September.

Mechanics & Science

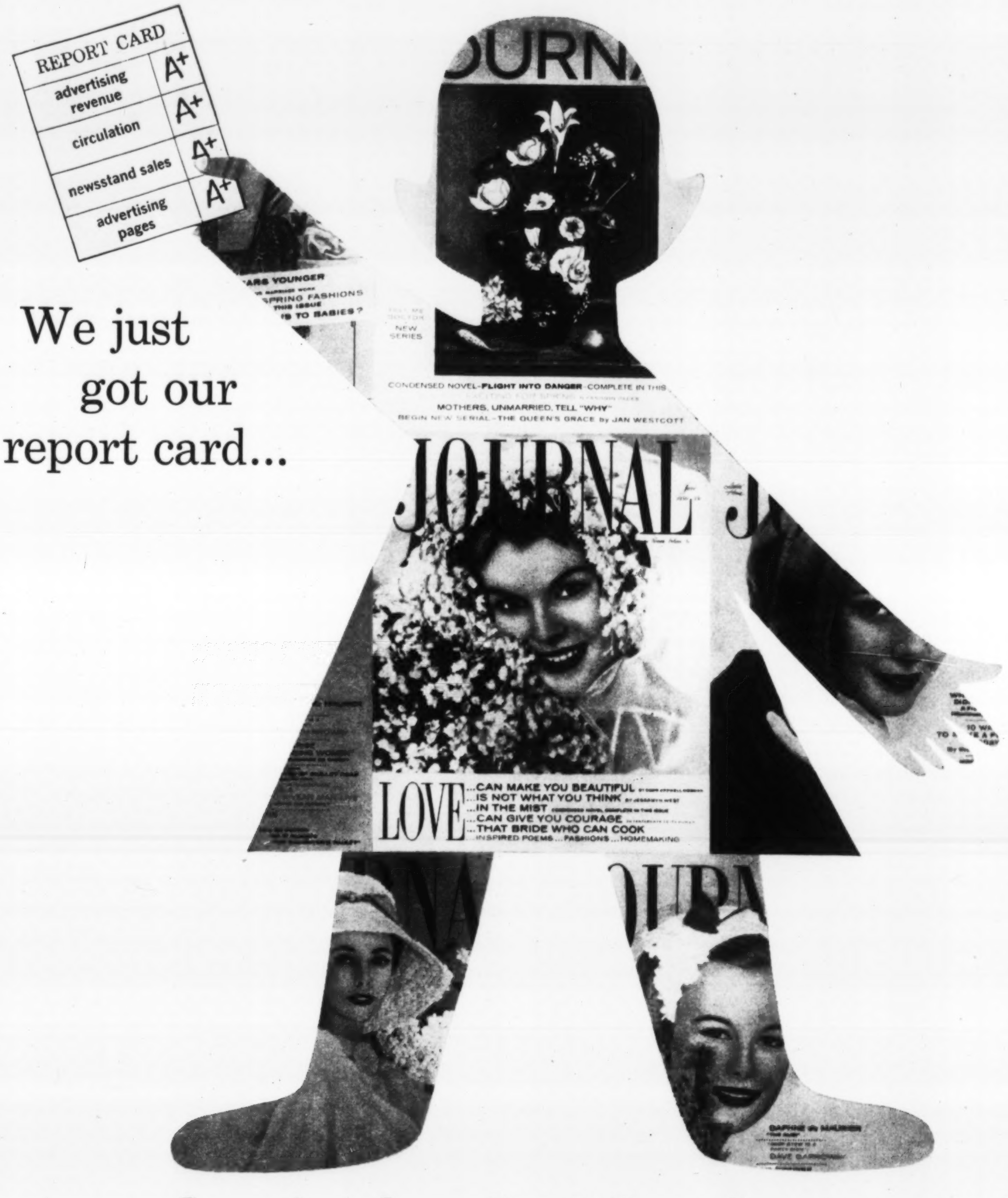
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Mechanix Illustrated	56.2	58.9	430.3	425.6	12,597	13,192	96,396	95,345
Popular Electronics	53.6	53.9	343.6	357.5	12.006	12,073	76,966	80,080
Popular Mechanics	94.7	94.4	723.6	702.3	21,220	21,145	162,082	157,322
Popular Science	80.8	87.3	642.8	648.8	18,104	19,547	143,981	145,321
‡Science & Mechanics	—	—	294.1	274.0	—	—	65,879	61,405
Total Group	285.3	294.5	2,434.4	2,408.2	63,927	65,957	545,304	539,473

‡ Published bi-monthly; cumulative figures shown are for May-June issue.

Outdoor & Sport

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
American Rifleman	50.1	53.2	287.6	307.5	21,485	22,824	123,365	131,918
Field & Stream	82.5	76.0	491.1	463.2	35.371	32,590	210,690	198,726

(Continued on Page 98)


REPORT CARD
advertising revenue A+
circulation A+
newsstand sales A+
advertising pages A+
JOURNAL
CONDENSED NOVEL-FLIGHT INTO DANGER-COMPLETE IN THIS
MOTHERS, UNMARRIED, TELL "WHY"
BEGIN NEW SERIAL-THE QUEEN'S GRACE by JAN WESTCOTT
JOURNAL
LOVE ...CAN MAKE YOU BEAUTIFUL
...IS NOT WHAT YOU THINK
...IN THE MIST
...CAN GIVE YOU COURAGE
...THAT BRIDE WHO CAN COOK
INSPIRED POEMS...FASHIONS...HOMEMAKING

We just got our report card...

...and we're head of the class again!

On its six months' report card—at the end of the Spring term—Ladies' Home Journal got top marks.

Advertising revenue—A-plus! Journal revenue climbed 14.2% over the first 6 months of 1958.

Circulation—A-plus! Journal circulation now averages over 5,750,000—making the Journal the world's largest magazine for women.

Newsstand sales—A-plus! The Journal continues to lead, and by a wide margin, all magazines for women.

Advertising pages—A-plus! The Journal has gained more than 20 advertising pages so far this year.

The secret, of course, is Journal editing—the kind of editing that keeps millions of women absorbed and inspired...that causes women to read the Journal slowly and lovingly—but act on ideas in the Journal quickly and positively.

This benefits Journal advertisers too, needless to say. Journalpower has had a lot to do with advertisers who are feeling happier—and healthier—the first six months of 1959.

Never underestimate the power of the No. 1 magazine for women... Ladies' Home JOURNAL

A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

	Pages				Lines			
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Fur-Fish-Game	22.7	16.9	144.9	116.4	9,746	7,235	62,158	49,927
Guns	22.5	24.6	118.9	136.0	9,652	10,553	51,007	58,323
Outdoor Life	66.7	58.8	456.1	433.6	28,603	25,242	195,656	186,019
Sports Afield	66.1	54.3	424.0	378.0	28,377	23,282	181,913	162,176
Total Group	310.6	283.8	1,922.6	1,834.7	133,234	121,726	824,789	787,089

Detective & Fiction

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Cavalier	14.5	10.5	102.7	85.8	6,203	4,487	44,045	36,816
Dell Men's Group	10.5	8.8	75.4	60.3	4,509	3,763	32,369	25,876
†Thrilling Group	7.6	9.6	56.1	63.8	1,695	2,156	12,711	14,299
Total Group	32.6	28.9	234.2	209.9	12,407	10,406	89,125	76,991

† Formerly known as the Thrilling Fiction Group.

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
†The American Weekly	43.1	78.2	242.8	418.7	36,657	66,435	206,371	355,862
†Family Weekly	51.2	67.8	289.5	358.4	43,529	57,589	246,133	304,723
†Parade	60.4	84.3	413.6	456.8	51,363	71,679	351,559	388,280
†This Week Magazine	77.1	97.5	464.7	543.2	65,504	82,902	395,000	461,728
Total Group	231.8	327.8	1,401.6	1,777.1	197,053	278,605	1,199,063	1,510,593

† Four issues in June 1959; five issues in June 1958.

Newspaper Sections (II) (May)

(All other newspaper sections and comics)

	Pages				Lines			
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958
†Chicago Tribune Magazine	175.6	220.6	735.3	805.5	149,297	187,502	625,041	684,706
†New York Times Magazine	273.6	227.8	1,335.3	1,317.1	232,590	193,670	1,134,982	1,119,576
†Philadelphia Inquirer	155.2	169.8	729.3	816.5	131,910	144,374	619,886	694,115
Total Group	604.4	618.2	2,799.9	2,939.1	513,797	525,546	2,379,909	2,498,397

† Five issues in May 1959; four issues in May 1958.

Comics Magazines

	Pages				Lines			
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
American Comics Group	7.0	7.0	42.0	42.0	2,646	2,646	15,876	15,876
†Archie Comic Group	—	—	21.0	20.0	—	—	7,938	7,560
†Harvey Comics Group	—	—	40.0	—	—	—	15,120	—
National Comics Group:								
Blue Unit	5.5	4.3	37.0	29.8	2,079	1,638	13,986	11,088
Red Unit	6.0	4.3	38.5	30.8	2,268	1,638	14,553	11,656
Total Group	18.5	15.6	117.5	102.6	6,993	5,922	44,415	38,619

† Published bi-monthly; cumulative figures shown are for combined May-June issue.

Canadian National Weekend Newspapers (Rotogravure Linage)

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
La Patrie	34.3	66.2	271.0	359.2	30,946	59,536	243,946	322,317
La Presse	86.5	65.2	496.3	359.7	77,886	58,703	444,996	323,761
Star Weekly	85.5	96.7	564.0	542.8	74,827	84,596	493,490	474,927
Weekend Magazine	93.3	109.6	639.3	606.3	90,996	106,838	623,341	591,165
Total Group	299.6	337.7	1,970.6	1,868.0	274,655	309,673	1,805,773	1,712,170

Canadian

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Canadian Homes & Gardens	47.3	50.3	234.8	254.2	32,161	34,236	159,667	172,857
Chatelaine	58.5	31.9	368.0	202.3	39,779	21,683	250,237	137,553
Liberty	27.7	26.8	157.2	172.9	11,883	11,497	67,349	73,207
Maclean's	92.7	77.2	463.7	458.6	63,067	52,514	315,313	311,810
Mayfair	20.9	29.6	165.5	203.1	11,247	20,156	111,676	138,163
Reader's Digest:								
English Edition	91.3	91.3	525.5	511.0	16,608	16,608	95,641	93,002
French Edition	97.3	91.8	567.0	537.8	17,700	16,699	103,194	97,871
Revue Moderne	21.3	23.1	121.7	125.3	14,502	15,736	82,771	85,200

	Pages				Lines			
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Revue Populaire	18.6	11.6	105.7	92.5	13,011	8,136	74,099	64,893
†Samedi	22.4	14.0	104.1	90.3	15,696	9,811	72,926	63,311
§Saturday Night	24.3	42.0	183.2	192.0	18,621	17,685	85,324	80,703
§Time-Canadian	173.9	169.4	674.6	703.1	72,975	71,120	283,290	295,645
Total Group	498.0	447.6	2,813.2	2,648.0	238,654	207,076	1,332,875	1,237,927

† Two issues in June 1959; four issues in June 1958. § Not included in totals; as figures for the June issues were unavailable as this issue went to press, May figures are shown.

§Foreign (June)

	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
†Hablemos	15.1	16.4	91.6	81.2	12,726	13,734	76,986	68,208
Popular Mechanics:								
Popular Mekanik (Danish)	24.0	7.5	117.0	48.5	5,376	1,680	26,208	10,864
Mecanique Populaire (French)	28.5	37.3	171.9	181.7	6,384	8,355	38,505	40,700
Populare Mechanik (German)	3.3	2.5	30.4	30.4	739	560	6,815	6,810
Mecanica Popular (Spanish)	25.7	27.0	148.4	178.7	5,757	6,039	33,242	40,018
Popular Mekanik (Swedish)	9.0	9.5	53.5	53.5	2,016	2,128	11,984	11,984
Reader's Digest:								
Arabic	38.5	40.0	193.0	196.0	6,314	6,560	31,652	32,144
Argentine	63.0	59.0	270.0	276.0	11,466	10,738	49,140	50,232
Australian	68.0	61.2	389.0	349.7	12,376	11,148	70,798	63,655
Austrian	64.0	60.0	354.0	324.0	11,648	10,920	64,428	58,968
Belgian	57.0	40.0	255.5	209.5	9,975	7,000	44,713	36,663
British	80.5	70.5	409.5	404.0	14,973	13,113	76,167	75,144
Caribbean	65.5	61.5	320.5	374.0	11,921	11,193	58,331	68,068
Danish	43.5	50.5	241.7	283.7	7,395	8,585	41,098	48,238
Dutch	42.0	36.0	249.0	188.0	7,644	6,552	45,318	34,216
Finnish	23.0	20.0	134.0	108.0	4,278	3,720	24,924	20,088
French	128.0	120.0	640.0	647.5	22,400	21,000	112,000	113,313
French-Swiss	26.0	28.0	136.5	144.0	4,550	4,900	23,888	25,200
German	100.0	106.0	635.0	575.0	18,200	19,292	115,570	104,650
German-Swiss	26.0	27.0	163.5	158.5	4,732	4,914	29,757	28,847
Iberian	80.5	82.0	451.5	443.5	14,651	14,924	82,173	80,717
Indian	56.0	47.0	313.0	321.0	10,192	8,554	56,966	58,422
Italian	83.0	103.0	430.5	507.5	14,276	17,716	74,046	87,290
Japanese	32.0	36.0	211.0	220.0	5,376	6,048	35,448	36,960
Mexican	51.5	51.5	269.5	305.5	9,373	9,373	49,049	55,601
New Zealand	21.0	29.0	141.0	194.5	3,822	5,278	25,662	35,399
Norwegian	44.0	46.5	264.0	225.2	7,480	7,905	44,880	38,293
Overseas Military	48.0	55.0	222.0	255.0	8,736	10,010	40,404	46,140
Portuguese	81.5	84.0	473.5	446.5	14,263	14,700	82,863	78,138
South African	81.0	87.5	424.5	466.5	14,499	15,663	75,986	83,504
Southern Hemisphere	20.0	30.5	113.0	172.5	3,640	5,551	20,566	31,395
Swedish	43.0	39.0	294.0	256.5	7,998	7,254	54,684	47,709
Total Group	1,504.1	1,570.9	8,610.5	8,626.1	295,176	295,104	1,624,251	1,617,848

§ Because current month linage figures for several publications are not yet available this group is broken into a June section and a May section. † Four issues in June 1959; five issues in June 1958.

Foreign (May)

	Pages				Lines			
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958
Life International:								
International Edition	78.1	71.5	339.2	331.7	53,125	48,705	230,690	225,675
Spanish Edition	56.7	62.1	254.4	274.5	38,675	42,245	173,060	186,745
Newsweek:								
Pacific Edition	136.4	57.0	403.5	298.6	57,295	23,940	169,512	125,412
European Edition	91.5	62.1	373.7	327.4	38,395	26,082	156,961	137,508
Time International:								
Time-Atlantic	129.1	110.5	555.3	507.5	54,530	46,375	233,205	213,115
Time-Latin American	96.7	112.4	485.2	490.0	40,565	47,180	203,770	205,800
Time-Pacific	95.6	81.2	463.8	383.6	40,110	34,090	194,740	161,070
Vision:								
Visao (Portuguese)	180.0	179.3	700.2	615.7	75,600	75,320	294,070	258,580
Mexican Edition	20.0	13.5	85.0	57.8	8,400	5,670	35,700	24,290
Spanish Edition	83.6	77.7	357.0	324.8	35,105	32,655	149,940	136,430
Total Group	967.7	827.2	4,017.3	3,611.6	441,800	382,262	1,841.648	1,674,625

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Novel gimmicks make friends, influence sales—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1¢ to $1.00 or more. Gimmick mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 2, Illinois.

Riordan Rejoins Bayard

Mrs. Betsy Riordan has rejoined Jere Bayard Advertising, Los Angeles, as creative director. Mrs. Riordan, who had been an account executive with Carson/Roberts, Los Angeles, since 1957, was creative head of Bayard from 1955 to 1957.

McCarty of Texas Adds Four

Four Texas-based manufacturers have named McCarty Co. of Texas, Dallas, as their agency: Stromberg-Carlson, North Texas communications division; Dyo-Chemical Co., Dallas; K-D Mfg. Co., Cleburne; and Texoma Enterprises, Sherman.

in Synonyms...

ROGET'S THESAURUS

it's Roget's Thesaurus

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Finding the **right** word is the first principle of being articulate. **Respected** (esteemed, time-honored, venerable) and **authoritative** (reliable, accurate, informative) fittingly describe Roget's Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to **BROADCASTING YEARBOOK**, the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the **right** facts is the first principle of being profitably informed. The 1959 **BROADCASTING YEARBOOK** — covering **both** TV and radio — will be on their desks in August (and a full 12 months thereafter). They'll find it more valuable than ever... a veritable thesaurus* of information on every aspect of broadcast advertising. If **you** have a message for people who make TV-radio decisions, here's **THE** forum wherein to speak up! **Circulation**: 16,000. **Final deadline**: July 15 (or — for proofs — July 1). **Reserve the position you want NOW before it's gone!**

*The Greeks had words for almost everything. "Thesaurus" meant a treasury or storehouse; the 1959 BROADCASTING YEARBOOK is a treasure-trove of facts. Get it?

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

Kane Adds Universal Luggage

Universal Luggage Co., New York, has appointed Robert B. Kane Advertising, New York, to handle advertising for Ventura luggage, a new line of soft-side luggage. Kane has appointed Shirley Merzon, formerly a copywriter with Gore Smith Greenland and Leber & Katz, copy chief, and Rita Gormley, formerly in the ad department of Abraham & Straus, to its copy department.

Trahey Adds B. H. Wragge

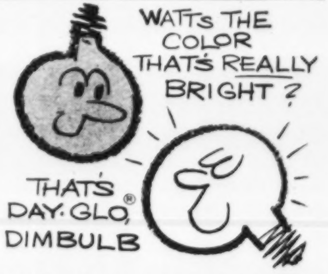
B. H. Wragge, New York, sportswear manufacturer, has appointed Jane Trahey Associates, New York, to handle its advertising. The account was resigned recently by Hockaday Associates.

Batman Joins LaRoche

Thomas H. Batman, formerly a creative director of Cunningham & Walsh, has joined C. J. LaRoche & Co., New York, as vp and creative director.

Two Join Jaqua Agency

Glenn O. Mills Jr. has been named assistant creative director, and Herbert H. (Mike) Hahn Jr. has been appointed associate account executive of Jaqua Co., Grand Rapids, Mich. Mr. Mills formerly was copy director of Bert S. Gittins Inc., Milwaukee. Mr. Hahn previously was with Howard Swink Advertising, Marion, O.


WATTS THE COLOR THAT'S REALLY BRIGHT?
THAT'S DAY-GLO®, DIMBULB

There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

MEAT-AND-POTATOES OR

SWEETNESS-AND-LIGHT?

Whether your sales approach requires sturdy charts or amusing doodles, it also needs to be told with verve and intelligence. At ***Rapid Art Service,*** *304 East 45th Street, New York, we'll put a team of knowledgeable craftsmen at your beck and call . . . plus a fully-equipped shop (type, silkscreen, letterpress, book bindery) ready to serve you the heaviest rarebit or the lightest souffle call Mu 3-8215*

New York is a summer festival for New Yorkers, too. 5 million families of them, growing, needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

6,200,000

PUBLISHER'S ESTIMATE

Jumpin' Jehosaphat! Post circulation's really jumping. Just a few short months ago, it passed 6 million. At that time, a new circulation base of 6 million was announced (with no increase in cost per thousand) effective Oct. 10. Now, with the June 6 issue, circulation shot up over 6,200,000! Advertisers in this issue enjoyed a 400,000-copies bonus. (That's performance, not promises.) And Post performance shines on other fronts as well. New advertisers – 160 since the first of the year. Revenue – a gain of $3 million in the first half. Advertising flexibility – new SELECT-A-MARKET, the most revolutionary program of market selection in publishing history! *That's vitality!* Jump on board the fastest-moving general weekly book – The Saturday Evening Post!

A CURTIS MAGAZINE

The Saturday Evening

POST

Sell the POST-INFLUENTIALS
–they tell the others!

29 million times each issue, someone turns to
your ad page in the Post. That's Ad Page Exposure (APX)!

Feature Section

Advertising Age

Why Large Retailers Reappraise Co-op

Picture Makes the Ad: C.M.

E&E Man: Plea for Good Taste

Groesbeck: How Agencies Hold Business

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Everybody's Re-assessing the Value of Co-op Advertising . . .

Retailers Make Money on Co-op Advertising, but Even They Are Taking a New Look at Problems

Here is the third instalment of the new study of cooperative advertising which E. B. Weiss, director of merchandising for Doyle Dane Bernbach, has made for that agency. In this instalment Mr. Weiss relates some of the methods by which retailers make handsome profits on co-op advertising funds, but at the same time reports that they are not completely happy with the situation, and are doing their own re-evaluation of cooperative advertising as a marketing device.

Chapter IV

Why Large Retailers Are Reappraising Co-op

By E. B. Weiss

Large retailers are—to put it mildly—keenly interested in allowances.

Why, then, is there evidence, in private conversations with top executives of giant retail organizations, of almost as much of an inclination to reappraise co-op as is evident among manufacturers?

Clearly this does not stem from any mounting disinclination among giant retailers to tap the manufacturer's coffers at every opportunity. No—it has its roots in a number of fairly recent developments in giant retailing that almost imperatively suggest a re-assessment on their part of co-op.

■ However, we may as well make it crystal clear that this reappraisal will die aborning unless giant retailers become convinced that they can match every dollar of co-op they give up with at least one new dollar of income from some other type of allowance; preferably, of course, a type of allowance that will make a better contribution to their long-term strategy and day-by-day tactics.

For example, a food super executive recently remarked: "We all know that a good center aisle display of an item in a supermarket will sell more of that item than a listing of the item in the ad with the regular shelf display. If manufacturers want to be so free with their 'co-op' money, why then don't more manufacturers and processors 'buy' display space and let the supermarket run the types of ads that will draw the customers into the store to see and purchase from this display."

■ Manufacturers may find some crumb of encouragement in this new attitude among large retailers because:

• 1—The other allowances may not be of a type that could conceivably be charged to the advertising budget and thus weaken the manufacturer's brand advertising.

• 2—The new allowances may make a better contribution to volume and profit (they could hardly achieve less than does the co-op dollar).

In any event, the point we wanted to establish at the outset of this chapter is that the giant retailer hasn't suddenly "got religion." But there is little doubt that a number of highly placed retail executives are having second thoughts with respect to the cooperative advertising allowance.

Let's see why:

• 1—The net profit percentage of practically all of our giant retailers achieved by the *merchandising* operation—as distinguished from *non*-merchandising functions such as real estate, etc.—is hardly satisfactory. These retail executives have heard that manufacturers grant ad allowances to the tune of some $2 billion (amazing how a guess-estimate gets around)! And, whether the figure be $1 billion or $3 billion, they know it is a huge total even in this multi-billion dollar era. They reason that an allowance of this gigantic size should be reflected in a better net percentage. They are beginning to ask themselves why $1 billion, or $2 billion, or $3 billion in cooperative advertising allowances is not stemming the downward tide of their net profit percentage on the retail *merchandising* operation. After all, it is obvious to these retail executives that a subsidy of this enormous size *should* play a potent role in the next profit performance of *any* business. So they are checking into co-op—and what they are finding is not always pleasing.

• 2—For example, they are finding that cooperative advertising is without question one of the reasons their stores have little individuality, little shopper loyalty. These retail executives, too, are beginning to think in terms of "image"—and the image reflected by the faceless, formless type of advertising that almost automatically emerges when financed by co-op money not only doesn't please them; it worries them. The Ike and Mike similarity among our giant retailers in store architecture, store size, store inventory, price lining, brands carried, etc., accentuates the need for advertising that will create a distinctive personality for their stores. Certainly nothing else that our giant retailers are doing is giving them a personality.

They must plan their advertising to achieve an "image," to build loyal shoppers—and the necessities of co-op stand in their way.

■ Kenneth Collins, one-time advertising manager of Macy's, New York, and until his recent retirement, chairman of the advertising committee of Burlington Mills, touched on this problem recently in his column in *Women's Wear Daily*. Collins wondered what had happened to the character of retail advertising; why the advertising ideas that used to differentiate one store from another seem, to a large extent, to have evaporated. He feels that the answer lies in over-emphasis on item advertising—emphasis that is fostered by cooperative deals.

E. B. Weiss

And the president of a food chain remarked: "Any neophyte layout man or copywriter knows that when there are 172 inches on a page and when you have to fill over 100 of these inches with mats supplied by the manufacturer or with carefully measured units of space in which you are required to put such sparkling, brilliant copy as 'Tide, Lrge. Pkg. 34¢' . . . with all these requirements, it is absolutely impossible to fulfill the requirements of a 'good ad.' It seems that we don't need advertising men in the business, we need engineers."

• 3—These retail executives also find, as they check into co-op—in the food field, in the drug field, for instance—that the advertising they are running is, without debate, the most *ineffective* type traffic-producer appearing in this country today. It is a throw-back to the earliest days of advertising. These dreary lists of price specials, heavy with black type, have a cellar-low readership.

It used to be said, in the department store field, that only 15% of the day's traffic could possibly be traced to the current day's promotion. But today among department stores that figure is much lower—and in the food and drug outlet *not* 5% of the typical day's traffic (day in and day out) could conceivably be traced to the day's promotion. Naturally, retail executives begin to ask themselves should even subsidy dollars be wasted? Wouldn't it be better to get these co-op dollars in some other form that might sell more, more profitably?

• 4—Giant retailers are, of course, fully aware that this is a self-service, self-selection age. It would be nice to say that they recognize, therefore, that it is to their benefit to enable their suppliers to spend every possible dollar in supplier-controlled advertising that *really* pre-sells. Indeed, they may and really do comprehend this—but they still want their allowances! If nothing else, the facts of competitive life make this imperative.

But they are beginning to think in terms of the fact that, in their one-stop store units, too few shoppers ever cover more than a minor percentage of the departments; that their average ticket has by no means climbed as fast as their jump in inventory diversification and jump in price lining; that the number of transactions per customer has not climbed adequately, etc.

■ They reason, therefore, that maybe more money spent on fixturing—on better techniques for restocking shelves—on better control of receiving and pricing costs—on better control over out-of-stock and unbalanced stocks—could be a better investment. They would like, of course, to get financial and idea and material contributions from manufacturers to these other ends *plus* co-op. But they are beginning to conclude that if they must make a choice—then perhaps it would be better to forego co-op.

These retail executives are—some of them—also wondering whether *planned* advertising might not sell *more* of the store to more shoppers. Co-op, they are beginning to see, gives them no opportunity for true advertising strategy designed to cope with basic and long-term problems. *The retailer, too, loses control over his advertising strategy with co-op!* This is just being dimly realized by some store executives.

• 5—The ambitions of giant retailers for store-controlled brands make retail executives almost painfully aware that their brands will need a store "image." But never before in the history of modern mass retailing have so few giant retailers had anything remotely resembling a sharply-delineated pre-selling *store* image. This is why shopper loyalty has dropped so fast. So, again, co-op comes under scrutiny with relation to store-controlled brand ambitions—and while giant retailers enjoy the way co-op funds help to finance their own controlled brands they *still* want a better store image.

• 6—These store executives are, of course, aware—as pointed out in other chapters—that manufacturers are reappraising co-op. This is one reason why so many store executives have been quoted on the subject in recent months; one reason why they have passed association resolutions on the subject, etc. They sense the first faint stirrings of a change in the tide of co-op—and they want to be prepared with alternative allowance suggestions. *Retail executives are thinking more about co-op because manufacturers are thinking more about co-op.*

• 7—At one time, our great chains made no effort to carry any and everything the customer might even vaguely seem to want. But today modern giant retailer inventory policy is: "If the customer asks for it—we stock it." Consequently, they may *threaten* to throw out a strong brand if co-op stops or is cut—but the threat is seldom carried out. Moreover, they can't put a brand "under the counter"; there are no counters of that type any more in mass outlets. The worst they can do is to put a brand that is out of favor on a low-level shelf or in a poor location.

So retail executives realize that their new policy of "stock anything the customer wants" weakens their "negotiating" position with respect to co-op, while it strengthens their position with respect to charges for display space. (The trend toward charging for in-store merchandise display position is strong—and it is more than probable that this allowance will wind up as a substitute for co-op. It is also more than probable that large manufacturers will not charge this allowance to the advertising budget.)

• **8**—Competition among giant retailers is relentless. As they all open similar types of stores in similar locations—usually shoulder to shoulder—they also tend to lose their ability to throw out a brand. (The brand they throw out today will be specially promoted by a next-door giant competitor tomorrow.) So here, too, their area of negotiation with respect to co-op has shriveled—and they are aware of this weakened posture on their part.

• **9**—Giant retailers comprehend that co-op is no longer really a form of advertising—but a form of pricing merchandise. Said one retail executive: "If the cost of the co-op allowance is reflected in the cost of the merchandise—and it is—then are we not paying for it ourselves and then passing the cost along to the consumer?" They are beginning to wonder whether it is a sound pricing procedure.

• **10**—Since strong brands in particular cannot be thrown out when co-op is eliminated or cut—or "substituted" in this self-service, self-selection age—the retailer knows that, really, the only threat he can make is that he won't cooperate in cooperative advertising under this circumstance. But that isn't much of a threat these days—many, if not most, manufacturers would be grateful for such a move! So again the retailer's "area of negotiation" has been shriveled.

• **11**—As giant retailers fight strenuously to decentralize their operations—to remain *local* retailers catering effectively to the requirements of each store location—they find that co-op gets in their way because it is essentially controlled and therefore merchandised from *headquarters*. This is a development of some importance in the co-op situation.

• **12**—The morale effects of co-op on buyers, store managers and other personnel—including store merchandising executives—is also being weighed by top retail executives. Evils abound here; some of them pretty devastating to morale and therefore to execution of store policy. The co-op allowance has surely fallen to low estate in this respect.

• **13**—Some store executives are asking themselves whether the spreading practice of becoming space and time brokers is really the sort of business in which they want to engage—for *legal* as well as other reasons.

• **14**—Store executives know that the trend among manufacturers on co-op will include more controls, less flexibility available to the retailer. While the retailer will do all he can to slow down this trend, he realizes that at least some of his major suppliers (*the very suppliers who give him his biggest net profit*) are determined to move in this direction.

It is interesting to note, in this regard, that at a recent management clinic run by the National Assn. of Food Chains the clinic participants agreed that "*Both the retailer and the manufacturer could reap greater benefits from cooperative advertising if it were generally revamped to meet present-day needs.*" This was, really, the *forced* reaction of these store executives to the very evident trend toward stricter controls by manufacturers.

—Joe Gallagher and Don Chuba, Creative Staff, Rossi & Co., Detroit.

"They said it couldn't be done!"

And, at a meeting of supermarkets it was reported that: "The supermarket ad officials agreed that tie-ins with national campaigns should be decided on the merits of the promotions and should not be linked to co-op funds. 'If we like it, we run it,' said Joel Conron, National Grocery Co., Elizabeth, N. J., chain, 'even if the manuacturer has no co-op contract.' "

• **15**—A vp of Stop & Shop, the big food chain, was quoted as saying: "We see no dynamic results from cooperative advertising. We would prefer to keep more of this allowance as profit." A frank statement—and of great importance to manufacturers as indicating that retail thinking today is in directions that favor new suggestions by manufacturers involving other allowances, or other programs, as substitutes for co-op that will make a better contribution to store profit.

• **16**—High level store executives do not like to see how co-op is affecting the functions of the buyer. They know it warps the buyer's judgment; they know that it clogs the buyer's functions.

• **17**—Store executives do not like what they call the growing "clerical nonsense" involved in co-op. They are beginning to wonder whether other types of allowances might not only sell more, more profitably—but might not also relieve them of costly clerical details, endless correspondence, petty and major disputes with suppliers.

* * *

▪ These factors which suggest some of the reasons why store executives at high levels are reappraising cooperative advertising are well summed up in the following quotation from some comments on the subject made by Robert W. Mueller, editor of *Progressive Grocer* (and obviously talking more from the viewpoint of the retailer than of the manufacturer):

"The feeling in the trade is that [co-op] ad allowances are growing more troublesome both to the manuacturer and the retailer . . . retailer advertising is not all it should be, and if ad allowances were dropped retailer advertising could become more interesting and more productive for retailer and manufacturer . . . Dissatisfaction with ad practices seems to be growing with both manufacturers and retailers wondering whether the time, effort and money tied up in carrying out ad contracts could not be better used in some other form."

With both manufacturer and large retailer re-evaluating cooperative advertising there would seem to be solid reasons for concluding that a change is coming.

And as one small straw in this wind, note this news report:

"Food Fair Store, supermarket chain, has eliminated all cooperative advertising and is picking up the entire tab in assuming sponsorship for the second year of 'Food Fair Film Festival' on WCAU-TV. The chain becomes the first in the area to pay the whole tariff; other chains are running half-hour spot syndicated films like 'MacKenzie's Raiders' and 'This is Alice,' but they are co-op.

"Food Fair is paying the entire freight so that no cooperative advertising will dilute Food Fair's impact. Commercials on the average 2 to 2½-hour film presentation are being held to a once-in-30 minutes basis—something truly novel in any local market. Emphasis in the commercials is on 'service,' with the barest minimum of hard sell. Prices are never mentioned, and the only brand names ever plugged are Food Fair's own house brands."

Chapter V

Why Retail Ad Departments Turn in Highest Profit

We have made the point several times in preceding chapters that the giant share of co-op allowances goes to a small group of giant retailers who either divert the funds to other purposes or who so arrange matters that they make no contribution to the cost of the advertising. *This is the fundamental new equation in the co-op situation that is encouraging a reappraisal by manufacturers.*

We have also made the point several times in preceding chapters that it is the giant retailer who most seriously abuses the co-op allowance—to the point where his retail advertising department has become a highly profitable operation.

We have also charted in preceding chapters some of the evasive tactics devised by giant retailers which make a shambles of the co-op allowance. But these were merely a few—as one large retailer put it: "We have a million of them."

▪ Naturally, these evasive tactics are well known to manufacturers. Indeed, the most common abuses of co-op tend to exist not merely with the *knowledge* of the manufacturer—but with his (perhaps unwilling) *approval*.

But since the giant retailer is destined to gobble up still greater chunks of total retail volume; since the giant retailer therefore will gobble up still greater chunks of the total co-op allowance; and since the giant retailer is the great abuser of the co-op allowance—there are good reasons to review some of the major evasive tactics developed by the giant retailer.

The extent to which these abuses have developed is dramatically demonstrated in the case of one chain that received $1.79 in return for every co-op dollar it spent. That 79% profit was equivalent, in this instance, to adding five additional store units to that chain's store total!

There are certainly some major appliance dealers who earn more net profit from the *purchase* of their inventory than they do from its sale—in other words, they receive co-op funds (plus other allowances) to a total that represents a greater percentage of their cost than does the regular margin under which they sell the merchandise.

It has been estimated that an appliance chain can earn up to 150% of its newspaper ad costs—leaving 50% for its bank account or for still more devastating price reductions. What is more—appliance chains—and, of course, other chains, too—can earn an even more gratifying markup on their costs for radio and tv time, for the very simple reason that time costs are even more difficult for the manufacturer to determine than newspaper linage costs (as we discuss in a separate chapter on media).

Of course the greatest evasive tactic is simply not to use the co-op funds for any form of advertising at all. In the food field it is probably true that the major share of the total co-op allowance does not wind up as advertising!

▪ The second greatest evasive tactic is to use only a minor part of the co-op allotment for advertising.

But when the co-op allotment actually goes into the purchase of space or time—the giant retailer *still* makes a handsome profit on the transaction as a space or time broker. The oldest and best known of the devices developed by retailers to this end is the practice of billing the manufacturer at one rate and paying the media at quite another, and of course, much lower rate. It works this way:

Let's assume that the open local rate in a given newspaper is 60¢ a line. A large dealer may end the year earning a 30¢ line rate, based on a 500,000-line contract. However, he asks the newspaper to set him up for a 10,000-line contract at, say, 50¢ a line. The dealer then runs cooperative advertising in the newspaper, billing the manufacturer on the basis of his contract, at 50¢ a line. At the end of the year, the dealer enjoys a rebate of 20¢ a line, in which the manufacturer does not participate.

▪ Assuming that this was a 50-50 deal, the manufacturer pays 25¢ a line as his share of the cost. The dealer, presumably paying the same amount, in reality pays only 5¢ a line, as a result of his rebate at the end of the year.

The example used here is somewhat naive. In most cases, the dealer insists on a 100% paid deal, or perhaps as a minimum, a 75-25 deal. On the basis of the hypothetical case used above, at 75-25, the manufacturer would pay 37½¢ a line, the dealer 17½¢. Obviously, the dealer ends up making money on the transaction. The manufacturer has paid 37½¢ a line and, as a result of the rebate, the dealer pays 30¢ a line, for a net gain of 7½¢ a line.

▪ Then there are other evasive tactics which, although minor in each individual instance, mount up into a respectable sum in total. For example, in a newspaper having several editions, a retailer may run an ad in the first edition and change copy for subsequent editions. He sends in to the proper manufacturer a tearsheet of the ad in the first edition—*collects for the entire run*. (In this scheme a retailer can net several hundred per cent!)

Another example: Many metropolitan newspapers have regional editions which have lower rates than the full run. A retailer runs a co-op ad in one of the smallest editions, pays the lowest rates—then submits a bill for the full edition and, of course, at a rate much higher than he pays. Few manufacturers examine tearsheets carefully enough to catch this bit of evasion—and, if the manufacturer does catch it once or twice, how often can he afford to irritate a good account by catching a good account in a rather shady practice?

▪ Then there is the matter of rates for premium position. The large retailer is able to get premium position at regular rates simply by not specifying date of insertion. Naturally, he bills the manufacturer at the premum rate—how can the manufacturer know that date of insertion had not been specified? And, if he suspects as much, what can he do about it?

When a newspaper offers split runs it is easy for the dealer to run a co-op ad in only one of the split runs and bill on the basis of the full run. Moreover, the manufacturer will be billed at a full-run rate maybe twice as high as the retailer actually pays. This can turn in a profit on the order of 200%.

▪ Incidentally, not only is it common in some industries—notably food—to bill the manufacturer at what amounts to the national rate, but it is also common to bill the manufacturer at the *one-time* national rate. When the difference is computed—insofar as this is possible—between the one-time national rate and the low rate given to the giant retailer buying big local linage contracts—it is self-evident that the giant retailer tends to do much better as a space (and time) broker than he does as a merchandiser of store inventory.

Again referring to the food industry, the food retailer is fairly well content with a net profit ratio of about 1% on his food

WHY

McCall's circulation is at an all-time high

A new dimension in magazine publishing — exciting, compelling editorial features, presented in dramatic full color, plus more pages of service features — has given McCall's the greatest total circulation in its 89-year history.

Today, an average of 5,546,296 copies of each issue of McCall's is sold. (ABC total circulation average, first 3 months, 1959.)

And—especially important to advertisers looking for proof of a magazine's vitality — month after month McCall's has been selling out on most newsstands across the country.

A look at the July issue will show you why more and more women are turning to McCall's.

McCall's SOLD OUT
McCall's

Added note: July McCall's is up more than 21% in advertising linage over the same month in 1958.

McCall's

. . . the magazine of Togetherness

turnover. He is seldom content with a net profit of less than 10% on his total co-op advertising program; and, with giant retailers a 10% net profit after all costs including *overhead* on linage and time *alone* (not including production costs, etc.) would be considered a poor performance by the retail advertising department.

■ We have pointed out that radio and tv time is susceptible to even more serious brokerage abuses by the giant retailer than is true of newspaper advertising. Local rates by local stations tend to be—shall we say—"more flexible" than local newspaper rates, which are not exactly inflexible!

And other forms of advertising used by the giant retailer may offer equally juicy pickings. Certainly local billboard and transit advertising can be as profitable to the retailer as newspaper advertising on a co-op basis. And when it comes to the fearfully abused retail catalog, direct mail, etc.—forms of retail advertising in which there really can be no audit—the manufacturer's co-op dollar takes a fearful beating. The evasive mechanics of the giant retailer with these media may be somewhat similar to those used for newspaper advertising—but they are immeasurably more profitable to him.

Selling Function Disappears

It might be remarked here that, with the giant retailer, the co-op allowance from manufacturers has become such a substantial source of profit that the *salesmaking* function of the advertising has been almost totally neglected. That is why, in the food outlet for example, the advertising of the food supers tends almost entirely toward the omnibus price type of ad—with as many as a half dozen food chains running identical-appearing ads in a single issue of a local newspaper. These ads perform no measurable sales function but the giant retailer couldn't care less. *He has made his profit when the ad appears.*

In addition to rate finagling, the giant retailer now tends to add "production costs." In the foundation garment industry, practically every manufacturer offering co-op now pays production charges. One foundation garment manufacturer told what happened when he tried to bring order out of chaos with respect to production costs by establishing a yardstick for establishing production costs. He said:

■ "We arrived at this yardstick and we bucked it back to the store when we thought it exceeded what it should. In about 80% of the cases, we have had no trouble. In about 75% of the remaining 20% we have been able to negotiate with them to a point where we have convinced them that our estimate of their production costs is more accurate than theirs and they have gotten in line with us.

"Of the other 25%, and these include our biggest accounts, the same old hassle started. Letters go out and keep going out until finally they deduct it from their merchandise remittance. At that point we send them our check, they send the check back to our credit department and everybody is happy. We tell them that we will let them get away with it this one time, because obviously they did not know that we did not allow overcharging but if they do it again, no go. Needless to say, they frequently do it again. A customer is a customer, and if the customer is big enough we will not stop shipping them merchandise. We keep negotiating. But that in a sense is it. *We know of no better way of doing it!"*

More and More Costs

But not only are production costs being juggled—always to a higher point—but some retailers are beginning to add overhead and administrative costs to their co-op charges. Said one manufacturer: "Our big fight now is to keep the stores from adding overhead and administrative costs. They are taking this thing all the way down the line. They are going to make a bigger profit out of the advertising department than they will out of any other department in the store.

Clearly, production costs offer a fertile field for evasive tactics that will wind up as a higher profit for the retailer on co-op, and overhead and administrative costs will run them a close second in this respect. The foundation garment manufacturer cited above estimates the production charges he receives as representing 25% *of the total co-op bill* he gets from large accounts! He says, "It might go as high as 50%. We have tried to hold it down to 25% but we can't do it."

■ To assess its production costs more accurately a big department store prorated the creative and mechanical work put in on average ads and arrived at a figure of $1.87 per column inch. This renders a cost of about $315 for standard size page ads and about $157 for tabloid page ads. The $1.87 formula will be applied to all co-op ads, regardless of their size.

An equally large department store has concluded that the above formula is too low and uses a figure about twice the size! So you see!

Of course the evasive tactics also include crowding the newspaper space with store addresses, phone numbers, store hours, credit terms, even announcements of coming store events. This tactic, alone, very often results in the manufacturer paying for 100% and more of the cost of the linage he actually gets.

■ It is interesting to note that some giant retailers are opening advertising agencies. Object: to collect the 15% commission. Thus, United-Whelan includes among its subsidiaries the Product Advertising Corp., an advertising agency.

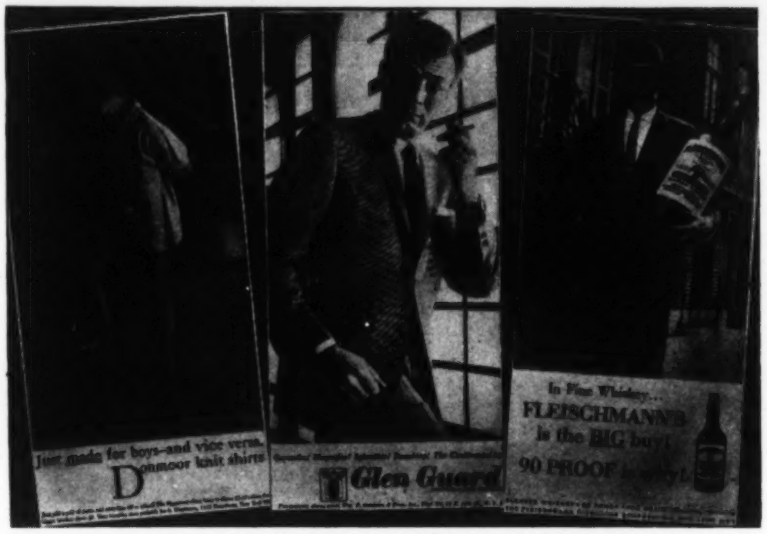
In conclusion, cooperative advertising was originally designed to help the advertiser buy *more* newspaper space for *fewer* dollars. In only a small minority of co-op programs does this exist in fact today. And, as the giant retailer takes over an ever larger slice of total retail volume, the advertiser will get *less and less* for his co-op dollar.

The giant retailer will develop still newer techniques for making a still larger profit on the co-op allowance and he will, of course, still further refine present techniques to the same end.

It is such facts as these that are propelling manufacturers toward a reappraisal of cooperative advertising policy and practice. #

The Creative Man's Corner . . .

The Picture Makes the Ad



We are currently going through a period when, presumably, the picture makes the advertisement. Unfortunately for those to whom this formula seems to offer great promise, it requires as much skill to take the right picture as it requires to arrive at the right word or phrase. And without either—and sometimes even both—an advertising message just doesn't come off.

Here are three two-thirds page ads all clipped from the same issue of *The New Yorker*—each just one turn of a page from the other. The first, for Donmoor knit shirts, we feel, definitely comes off. The photograph of the little boy is so captivating, copy is almost unnecessary. But, immediately following, page-wise, the Spanish words ("Caramba! Magnifico!") mean little or nothing, chiefly because the photograph is miserably artificial and just plain bad.

A page later we come on the current Fleischmann campaign in which various male individuals, obviously alcoholics, are carrying bottles as huge as barrels. These photographs, at least, are striking. They are memorable. But they are not particularly pleasant or convincing or evocative of a favorable image of Fleischmann. They are simply unusual—like a man with two heads or three arms.

Too much today, we feel, advertisers are directing their message to the curiosity rather than to the heart. #

Looking at Radio and Television . . .

Plea for Proprietary Good Taste

By the Eye and Ear Man

Censors of the electronic world, arise! Don't be bullied by the sales department who will sometimes lower standards in order to make their quota. As radio, in particular, and television become harder to sell, the pressure will be on to take anything as long as the check is negotiable. Don't do it!

The cycle of the century is swinging around so that the distributor of patent nostrums is now off the tail gate of the wagon and into the home and the car by means of radio and television. The cry of "step a little closer, folks" is hell bent upon us all to make us fancy we have fallen arches, sacroiliac trouble, heartburn, sick headaches, tired blood, etc. All we probably have is a hangover or a psychopathic fear of cigaret smoking, but nevertheless—well, maybe, so we take a questionable pill.

■ It is true that there are people who need burping. Not being babies who can be turned over the shoulder of a friendly mama and bopped one between the blades, they must take a swizzly swag and whoops—up comes uncle gas. It is also true that some of us are dragging every once in a while. But, whether our powers can be improved by anything short of reincarnation is problematical. Certainly no slug of sweet juice peppered with alcohol is going to take the place of a pretty girl.

We are all sympathetic with the poor guy who suffers from a common malady called hemorrhoids or piles; but should Preparation H, which allegedly soothes them without a doctor's prescription, pop up on our radio or television set during mealtime?

It may be perfectly all right for a modern society to admit that even the daintiest little woman sweats, but is it necessary to show a close up during a love scene or intimate in a radio spot that a hot romance is going on while a girl and a man talk about shaving under her armpits?

■ All of the above examples *are actually taken* from excerpts of radio or television commercials. Most have appeared on award-winning, civic-minded stations. Has the electronic world turned its back on its former high standards of taste in order to make the p & l sheet look more palatable? Apparently it has.

Isn't there enough trouble with Congress and the FCC investigating radio and television without risking a real crackdown and tight censorship because of blatant and undisciplined commercialism?

Although most of these problems exist at the local level, there are even some network commercials that are abominable in their shock attempts to command attention and sell a product. The most respectable advertising agencies have thrown principles to the winds in order to out-shock the next guy. Why?

■ In the good old days (and not long ago) a department was set up and given power to disapprove commercials. The censor reported to management and not to sales. Laboratory proof was required and excessively competitive statements were deleted or watered down. The standards were high and the responsibility to the viewer and listener was taken seriously.

The basic facts of life are obvious. The electronic instruments of radio and television come into a home and invade its privacy. While the act of turning the set on and off may be voluntary, it often is neglected, and the sets go on unattended while their output is forced on whoever

Buy Boston the way Boston Stores Do

For example — *grocery* stores.

For 21 years the Herald-Traveler has led Boston papers in the retail grocery linage.

Boston food stores — like those in almost all retail classifications — know that the people who have more money buy more of everything, including even the most essential foods.

The Herald-Traveler, in addition to delivering the *largest circulation* of the standard-sized Boston papers, delivers more of the "Upper Two-Thirds" — the middle and higher income families who are almost everybody's best customers.

For 27 years — leadership in total retail linage. For 31 years — leadership in national linage.

Get the best of Boston's home-delivered circulation with the Herald-Traveler.

The BOSTON HERALD-TRAVELER
Gives you
the
"Upper
Two-Thirds"

Represented nationally by **GEORGE A. McDEVITT CO.,**
New York • Philadelphia • Detroit • Chicago
Los Angeles. *Special travel and resort representative:*
HAL WINTER CO., Miami Beach

happens to be listening.

The networks are fighting for their economic existence against an unsympathetic Congress but they have neglected the self policing and have exerted their influence on affiliates.

▪ Many of the evils attributed to television and radio by committees and investigators have been purely local in nature. The ugly pitchman with his bundle of premiums, the worst commercials man can devise, and the use of products hitherto unwanted in the electronic field can be attributed to local managers with questionable acceptance standards.

The irony of the whole business is that it is not necessary to ignore good manners to make a sale. There are certain social problems that exist, and certain excellent cures for them that promote cleanliness and good health habits. A straightforward, medically accurate pitch can point them out and sell the product. It is the effort of beatnik copywriters to be cute and outfox each other that makes for poor taste.

Let's get going on the network level to get rid of these menaces to good taste in the electronic world. No need to lose the customer, fellows . . . just keep in the confines of good taste. #

Agencies Ask Us . . .

How Agencies Hold Business

By Kenneth Groesbeck
Advertising Agency Consultant

"Why in the world," asks a Michigan agency, "is our business so unstable? We ourselves have had what we are sure is too great a turnover in accounts, and we read every day about changes in the agency-client relationship. Yet some agencies seem to be able to rack up good records in holding business. What's the secret?"

Kenneth Groesbeck

The trite, glib, and obvious answer to this question would be to say that agencies hold business by rendering good service. Now while the production of effective advertising for clients is an essential for holding business, it is by no means the only one.

Sadly enough, we all know of cases where agencies have lost accounts on which they have done excellent jobs. This because of changes in the advertiser's organization, unexpected developments within the advertiser's own field not anticipated by the agency, and policy shifts, desirable or otherwise. Competitive solicitations by other agencies also cause many account changes, especially where "better deals" are offered, financially, or longer credit terms

▪ Definitely, to have the best possible chance to hang onto desirable business, the agency must add three other essentials to its "good service" program.

These essentials are (1) *Constant attention,* (2) *Personal understanding, and* (3) *Reasonable profits.*

Constant attention means that the agency representatives have to be meeting with client people at least once a week, in their offices or ours, or outside in the field. This may seem to be unnecessarily frequent contact, but I assure you that other than in vacation periods it is none too often in a rapidly moving business.

▪ Occasionally a telephone conversation may be substituted for this personal contact, but this can be dangerous. And a letter, no matter how detailed and engaging, is no substitute for the agency man's smiling face. The client looks to the agency to run his promotion. Suppose you were trying to get a job in the advertiser's own organization for this purpose. Would you try to do it on a once a week stint? The answer is obvious.

You may say, "Well, we have a few other jobs to do, you know." All very true, but to the client, his account is the only one in your shop. If you don't make him feel that you are operating as if this were the case, watch out for trouble.

Of course, the by-product of these constant contacts makes the agency a true partner in the client's success, with a priceless inside knowledge of the details of his business. Clients are slow to fire agencies which have acquired this "feel" for the business, this personal friendship with his suppliers or his customers, this entree into business areas and confabs from which the outsider is completely barred.

▪ The more you have become an "insider" in the advertiser's business, the better chance you have to hold on to him. Consider for a moment how an agency contact man may become so familiar with his accounts, on such terms of personal friendship with the advertiser's people, that he moves with the account from agency to agency. This is an example of the power of "insidedness"—and it is also a hint to keep both the contact man and the account happy, so you will not be confronted with this untoward development.

Personal Understanding: Here we go far beyond knowledge of a business, and aim to enter into the hopes and aspirations and ideals of the people who run it. This sympathetic understanding of what makes the client tick is psychologically of the utmost importance.

▪ Never make the mistake of assuming that the only reason a man is in business is to make money. This may be true in some cases, but the reason why most people bust themselves on a job, working at it nights and Sundays if necessary, far transcends the desire to get rich.

It may be ambition—he wants to be the biggest in his field. It may be for the sake of his children—he wants to leave them something better than he got himself. It may be to improve the world or its people. It may be to impress his wife. It may be to prove to his detractors that he is a bigger and better man than they thought he was. It may be that he has become simply fascinated with the ramifications and possibilities in his field.

That is what is meant by personal understanding. It is an understanding, by the agency man, of what are the basic compelling forces behind the advertiser's activities.

Just why is he spending this money for advertising? Is it only to facilitate and increase sales? Or are other ambitions and aims involved? Frequently the client is entirely unconscious of these hidden urges. But the more the agency man understands them, the more effectually he will be able to be helpful, and the more likely he is to continue on with more of the same.

▪ Such an understanding, by an agency man, expresses itself in a sympathy and warmth of which the client is instantly aware. If he put his feelings into words, he would say, "This is more than a business relationship. He wants my account, and he wants to work with me, not only because of the money he will make in the process, but also because he is interested in what I am trying to accomplish." The desirability of this *entente* goes without saying.

Let me hasten to say that I am not advising you to simulate this sympathy, or pretend you have it when you haven't. In the first place, this is something you are unlikely to be able to fake. In the second place, insincerity once detected is strong poison. No, this attitude—this desire to team up with the hidden motives of others, provided they are worthy ones—is one of the strongest of all feelings which holds human beings together. It goes not only for agency-client relationships, but for all business and personal contacts of life.

Reasonable Profits: Clients have no objection to agencies making money. They don't do business themselves without seeking a profit, so they allow the same desirable end to those with whom they operate. They strenuously object, however, to others making a profit larger than they consider right.

What is the right profit? You must be sure that both you and the client agree in advance on this figure for your operations. And, when any one transaction shows a profit far beyond what is reasonable, the agency should be first in suggesting the adjustment.

▪ It's not so good when the customer discovers it first, and you have to cut your price because he asks you to.

Most agencies will say to this that a large profit on one job only makes up for a small profit, or indeed a loss, on another. But it is not easy to sell this idea to the client, and in many cases it won't hold water. The best possible arrangement is where the agency and the client are on such friendly terms that the former can collect a bit more from the latter where a loss or inadequate profit is involved. Such consideration on the client's part, however, rates a similar attitude on the part of the agency.

Too many clients still think that the agency "makes 15%." They contrast this with the eight or ten they are *netting,* and wonder why all agency people don't operate steam yachts. When they hear we are "making" less than 1%, they think we are crazy.

Well, who knows? #

Salesense in Advertising . . .

The Deep Penetration of National Advertising

By James D. Woolf
Creative Consultant

Yesterday I visited Galisteo, N. M., once the seat of a Franciscan mission, perhaps as early as 1617. Now an isolated mountain hamlet of about 200 people, nearly all of them bilingual Spanish-Americans, Galisteo was in its heyday the center of a thriving sheep and cattle empire. With two or three exceptions its houses are built of adobe, most of them crumbling, roofless, unoccupied relics of better days long gone. Galisteo is almost if not quite a ghost town. I noticed television antennae on several of the occupied houses. Galisteo's "business district" consists mainly of two ancient adjoining adobe buildings, which house a restaurant, a saloon, a general store, a gas station, and a museum.

James D. Woolf

What interested me most, as an advertising man, was the merchandise carried by the well-stocked general store. Its shelves were heaped with nationally advertised specialty products—Ovaltine, Accent, Wesson Oil, Mum, Lavoris, Dr. West's tooth brushes, Tums, Dr. Scholl's Zino-Pads, Kleenex, Kotex, Gillette razors and blades, and many, many more quality items that are regularly advertised in national magazines and on tv. Private brands were in the minority.

▪ I never cease to be impressed by the depth of penetration of national advertising. Here in a remote mountain village live a group of people in extremely modest circumstances buying and enjoying, because of national advertising and promotion, many of the comforts and conveniences that are the products of modern American technology.

This is the story, as I am observing it, from coast to coast in the U. S. Countless families in the most modest and remotest villages and farms are familiar with the fine products manufactured and advertised by progressive American business men. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-*page book for permanent reference. Price* $5.95. *Write Advertising Publications,* 200 *E. Illinois St., Chicago* 11, *Ill., for "Salesense in Advertising," available on five days' approval.*

Employe Communications . . .

Editorials and the Fatigue Factor

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

We quote from the lead editorial in the employe publication of a well-known company:

"The richness or poverty of our lives depends upon maturity. Every year, every event, offers us the opportunity for mature or immature responses. One sign of growth in maturity is skill in handling the events and tests of life in such a way as to produce the greatest possible amount of happiness with the smallest possible amount of stress. The mature person lives significantly for himself and for mankind. He rejects the temptation to be always neutral or safe, to be a mere invalid or a minor in a protected corner."

▪ We quote from the closing paragraph of an editorial in the employe publication of another well-known company:

"Analysis does indicate that the unemployment picture is by no means so black as it has been painted; the proportion of the work force out of jobs is comparatively small, and steadily diminish-

"Now I cover my key market from every angle"

"As an industrial sales executive, I'd like to personally call on about 7,000 different mass production plants. That's a bit ambitious—I'd have to make 27 calls a day, every working day of the year! So, I let *Production* do it for me."

The only magazine edited solely for *mass production*, *Production* gets the attentive eye of over 29,000 production engineers and production management men in the 7,000 major plants that make over *80% of all metalworking purchases.* These are the men who are being called upon more and more to turn a profit by tightening production efficiency. They're making the key decisions on what to buy, when to buy and how much to spend.

They depend on *Production* because it's *their* magazine . . . the only magazine that concentrates on their interests and problems. That's why *Production* goes to the men your salesmen see—and the men they'd *like* to see! Contact Bramson Publishing Company, Box 1, Birmingham, Michigan.

Concentrate your advertising in the only magazine that concentrates on mass production . . . America's largest industrial market.

PRODUCTION
MAGAZINE

ing. Certainly there is little destitution or want. The nation has problems, of course. Young people, for example, are entering the work force at the rate of 700,000 a year. But it seems probable that despite the setbacks inevitable in a free economy where the consumer is boss, U. S. business and industry will soon make today's political slogans as obsolete as those of ten years ago."

The typical reader of both of these publications has just finished a rough shift at the plant. He is hot, dusty and unhappy. He rides home in the car pool, intent upon four matters: Sitting down in an easy chair; taking off his shoes; drinking a bottle of beer his wife places at his elbow, and reading the company publication for employes. (The fourth point is entirely speculative, but essential to the development of this theme.)

■ What does he get? He has his choice between something about maturity (and the end of the shift has left him more mature than he cares to admit), or something glacially objective about how lush things are in the marts of trade.

Happily for the craft of employe communications, the foregoing quotations are not truly illustrative of the sort of editorials companies print in their papers for the people. However, there are enough of them to entitle the employe group in general to rise in unmitigated wrath.

Companies spend a lot of money in what they call, off the record, the battle for men's minds. They invest a great deal in researching minds and motives, but when it comes to persuading the audience they are now most anxious to convert, they use clumsy tools.

■ If an organization wants to reach its people, let it make some real effort to *know* its people. Let the communicator get out in the plant and—if he does nothing else—find out how people talk and what they talk about. Let him gain some inkling of the words they use to express themselves.

■ When he finds out—if indeed he ever does—he will spend precious little time in discussing the glories of maturity with employes and even less in writing saccharine tributes to the American way. Employes don't read either. #

Tips for the Production Man . . .

Temptation Lurks Behind Every 'K': Putting Type to Work

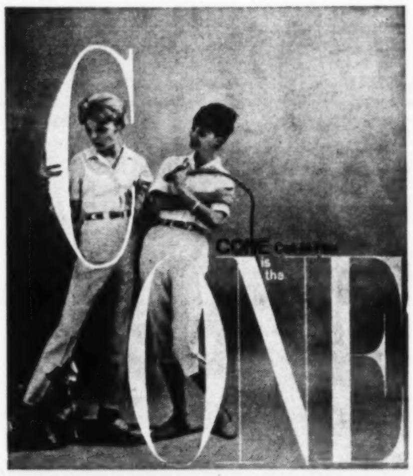
By Kenneth B. Butler

Type and lettering are irresistible. Just as the housewife cannot put down that urge to rearrange the furniture in the living room, so is the typographer tempted when he sees a simple, unsuspecting line of display lettering.

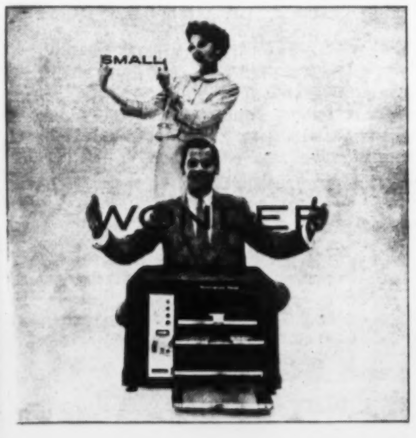
"Maybe if I'd just pull this over here, and bring this around to this side . . ." and off he goes. I'll have to admit I am a sharer of this very human weakness, and derive great satisfaction whenever I see an ingenious example of such puttering with the alphabet.

■ One approach which invariably intrigues me is that of making type serve a functional role in an illustration.

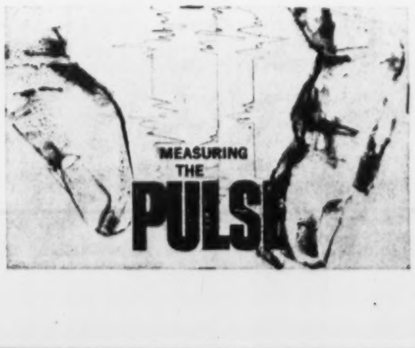
Take, for example, the Cone Mills advertisement which appeared in the March, '59 issue of *Seventeen* (and presumably in a number of other publications as well). While showing off its wares to fine advantage, the advertisement also dramatizes the brand name by having one of the two models hold up the initial "C". I find it hard to imagine anyone passing by this page.

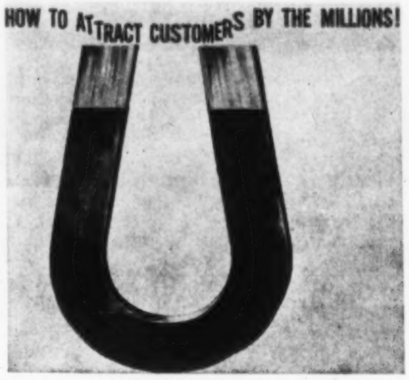


■ A couple of years ago, Remington Rand produced a similar "Gee-whizzer" to punch across the "Small Wonder" slogan advertising a then-new microfilm camera. Here the two models in the illustration spread the two words between their outspread hands.



This same treatment was revived, in somewhat different form, in the April, 1959, advertisement of Data Instruments, with the word "Pulse" being supported between a line illustration of thumb and forefinger.



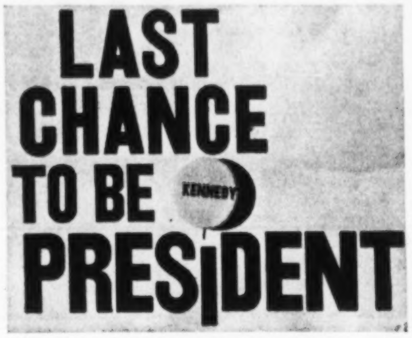

HOW TO ATTRACT CUSTOMERS BY THE MILLIONS!

Esquire is usually a good source for exploratory display treatments, and I found its advertisement (in the April, 1959, issue) for the May issue a show-stopper. The headline, "Last Chance to Be President" is scrawled out in huge, crude Gothic type, with a little Kennedy button pushing the "I" in "President" out of line.

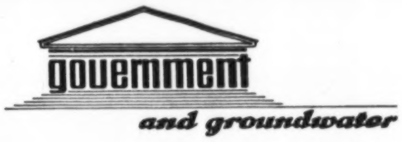
■ Aside from the considerable fun of just plain admiring these inventive type stylings, here is still further proof that there are layout ideas aplenty floating around in the atmosphere, just waiting for some sharp guy to pull 'em down. #

The May, '59, advertisement for the First 3 Markets Group has a dilly, too. The large outline illustration is of a magnet pointed upward. When the display line at top passes over the illustration it is pulled down toward the magnet, enacting with the skill of a Barrymore the theme of the scene.

■ I came across another eye-catcher in a recent issue of *Water Well Journal*, this

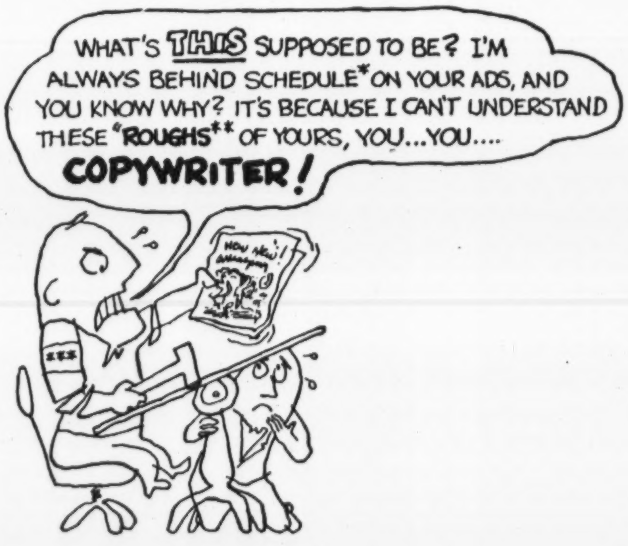

LAST CHANCE TO BE PRESIDENT
KENNEDY

time in editorial, rather than advertising, context. The word "government" from the departmental heading, "government and groundwater," forms the columns of a Greek temple, symbolic of the subject matter. #



DRAWTHINKS

The COPYWRITER'S Art Course by Pinson


WHAT'S THIS SUPPOSED TO BE? I'M ALWAYS BEHIND SCHEDULE* ON YOUR ADS, AND YOU KNOW WHY? IT'S BECAUSE I CAN'T UNDERSTAND THESE "ROUGHS** OF YOURS, YOU...YOU.... COPYWRITER!
***

*SCHEDULE: A plan to keep everybody aware of how far behind they are.

**ROUGHS: Some copywriters sometimes make what is appropriately called a "rough," an indication of what is to be in the ad. Not infrequently, these are difficult to decipher.

***ART DIRECTOR: A person, usually a man, usually at, or near, a drawing board. An unnecessary luxury for you (the board, not the art director).

MARKETING FACT FILE: TRAVEL

THE TRAVELER IS A WOMAN

FACT: "In 1958 the largest age group to receive passports was between 20 and 29 years old." Source: U.S. Passport Office

58.5% OF CHARM'S READERS are in the mobile 18 to 30 age bracket.

LAST YEAR 103 distinguished travel advertisers reached their most receptive travel market in **CHARM** – the Magazine for the Exciting Woman with a Job.

CHARM IS THE MOST SUCCESSFUL WOMAN'S MAGAZINE IN THE TRAVEL FIELD

CHARM SETS WOMEN IN MOTION

CHARM

575 MADISON AVE., NEW YORK 22, N. Y.

Seagram Sues Schenley Over Seagar's Brands

Suit Charges Schenley Use of Seagar's Name Infringes on Seagram

NEW YORK, June 16—Seagram is suing Schenley.

Joseph E. Seagram & Sons, U.S. sales subsidiary of Distillers Corp. —Seagram Ltd., it was learned last week, filed suit March 6 in the U.S. district court here against Schenley Industries Inc., and Seager-Evans & Co. Ltd., charging patent infringement and intent to deceive on the part of Schenley in the use of the name Seagar on two brands of gin which Schenley is marketing in this country.

Though the corporate name is Seager, the brand is spelled Seagar's. In 1956, Schenley bought Seager-Evans, an English distiller and distributor of gin and scotch whisky with a history dating back to the 1600s. Since 1956, Seagram charges, Schenley has been producing and selling gin in the U.S. under the trademarks of Seagar's Redcoat gin and Seagar's English gin.

■ Schenley, the Seagram complaint charges, "has the distribution facilities, know-how, and financial means to promote Seagar's imported gin, Seagar's Redcoat and Seagar's English domestic gin on a mass merchandising basis." Before November, 1956, it was charged, the product was used only in connection with a high-priced imported gin, imported and sold in the U.S. on a very minor scale.

Schenley's use of the word Seagar's either alone or in combination with other words as a trademark for gin, the complaint declares, "is likely to cause confusion, mistake and deception... and is likely to deceive purchasers and consumers into believing that the defendant's (Schenley's) gins are sponsored by or indorsed by the plaintiff (Seagram)."

■ Seagram asks for a restraining order to enjoin Schenley from using Seagar's trademark, and asks for damages as a result of infringement, an accounting of the profits resulting from the sale of gin under Seagar's trademark, destruction of all labels, advertising material, boxes, etc., containing the name Seagar's, and asks that the commissioner of patents be instructed to cancel the registration and to deny the application for registration filed by the defendant Seager-Evans.

■ Schenley filed a reply April 21. It contends that the names Seagram and Seagram's are personal names and not registerable as trademarks. It also contends that "Seagram Inc. and Seagram Ltd. have used, registered, invalidly assigned and permitted the use by others of the trademark Seagram and Seagram's in such a manner and to such an extent that such trademarks fail to identify any particular single source for alcoholic beverages."

Thomas Kiernan, of the law firm of White & Case, is attorney for Seagram, and Milton B. Seasonwein is attorney for Schenley.

KLX Becomes KEWB; Gets Change in Format, Names 4

KLX, Oakland, Cal., recently purchased by Crowell-Collier Publishing Co., has undergone a "face lifting" both in name and format. Now known as KEWB, the radio station is styled after KFWB, Hollywood, also owned by Crowell-Collier, and features 24 hours of the top forty recordings, bridged by speeded-up capsule newscasts, sports scoreboards and weather. Crowell-Collier recently added WISK, Minneapolis, to its chain, subject to FCC approval, and is planning acquisition of additional air properties.

KEWB has named four account executives. They are Ed McLaughlin and Jack Brown, formerly with KLX; John Hummer, formerly with Guittard Chocolate Co., and Bill Gorman, formerly with CBS. The station has appointed Katz Agency its national sales representative.

Kemper Joins KOVR-TV

Scott Kemper, formerly an account executive with Reitter & Orme, Sacramento, has been named advertising and promotion director of KOVR-TV, Stockton, Cal.

covers *the entire State of* **Nebraska*** *daily, better than any Chicago paper covers the Chicago metropolitan area.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

PRODUCTION MACHINERY

(machine tools, materials, gears, speed reducers, portable power tools, etc.)

AS ADVERTISED AND SOLD IN

FACTORY

Photograph, from an advertisement in FACTORY, courtesy Chicago Pneumatic Tool Company.

Factory has no competition in supplying *management* help in production and maintenance to the men who run manufacturing plants . . . the men who plan, equip, operate and maintain these plants. They read FACTORY because it is their only source of job help in the area of vital plant management techniques like cost control, work simplification, preventive maintenance, work sampling, budgeting, and dozens of others that they need to manage production and maintenance operations efficiently.

These same men are influential in buying almost anything that goes into the plant . . . from paint to production machinery, from steam boilers to packaging materials. Why? Because their responsibility is to improve the product, to speed up production, to CUT COSTS. And *anything* you have that will help do this cannot fail to flag their interest . . . no matter what its price.

Perhaps it's as simple as this: The FACTORY audience *runs* manufacturing plants. FACTORY serves it with *plant management* help, as does no other paper. The payoff for you is that FACTORY builds for you a high level of interest in ideas and equipment that plant men need to run their plants better. AND ISN'T THAT WHAT *YOUR* PRODUCT WILL DO FOR THESE SAME MEN? *A McGraw-Hill Publication* (ABC, ABP), 330 West 42nd Street, New York 36, N. Y.

BETTER PRODUCTION AND MAINTENANCE THROUGH BETTER MANAGEMENT

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Says Advertising Should Promote What's Good for All

To the Editor: Regarding the editorial, "Might Advertising Have Helped" (AA, March, 23) and subsequent letters to you from J. Stewart Hunger, Department of Health, Education and Welfare, Washington, D.C., and Leo E. Brown, AMA, Chicago (AA, June 1).

Also, Ernest Dichter's letter (AA, June 1) further prompted me to write this, showing that there are individuals who think for themselves and are not bound by conformity or what "the authorities say." I did not wish to get into a discussion on health matters, but I think this goes deeper, into individual rights and the reputation of the advertising industry.

Now let's get down to the subject—polio vaccination, which I am against. My reasons for opposition are: The Salk polio vaccination was hurried to completion so it would be available for public use on the 10th anniversary of F. D. Roosevelt's death, April 12, '55, after only two years' research. A Washington UPI news release, May 21, '59, stated incidence of paralytic polio had doubled over 1958, and that 1958 had doubled over the same period in 1957. Further investigation of statistics revealed that among those stricken, some had shots and some didn't. National percentages indicated no over-all decrease in paralytic polio among those vaccinated.

As reports in your publication indicate how rapidly new products have risen in sales over the old, it is apparent that the majority of the public are quick to accept the new with very few proven points to its advantage and safety. Please refer to the Washington, D. C., legislation banning Red No. 32 on oranges and in other foods because it was found harmful, after being in use many years (AA, Nov. 24, 1958).

To sum up, I don't feel that the advertising business should promote, free gratis, something which has not been definitely proved of inestimable good for all.

Jean Reeve,
Detroit.

• • •

AA's Slip Shows in Aluminum Foil Report

To the Editor: As I know Advertising Age is deeply concerned with reporting advertising activities in a correct and honest manner, we in Alcoa were somewhat confused by the statement which was made in the March 30 issue, on Page 88, under the heading Photographic Review. I refer specifically to the picture of the aluminum foil outdoor poster, and the accompanying copy which reads "First outdoor foil—Foster & Kleiser says the first aluminum foil in an outdoor poster is used in this campaign for Brilliantshine metal polish."

I would like to refer you and your readers to the picture and article which appeared on Page 42 of the Aug. 11, 1958, issue of Advertising Age, which shows the unveiling of "America's first full-size, all-aluminum foil poster," as sponsored by the Aluminum Co. of America.

For several years, Alcoa has undertaken a development program on aluminum foil outdoor posters and these first posters which appeared in Pittsburgh during the summer of 1958 were the kickoff on a production basis of this material in the outdoor field.

T. M. Hunt,
Aluminum Co. of America,
Pittsburgh.

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Hardly Safe Any More

To the Editor: When Foote, Cone & Belding's Fairfax Cone recently compared our ad for American President Lines to an ad for Orient & Pacific in a talk before the Visual Communications Conference, we came off second best. I wonder where we stand now? This week's Starch Report of the March 14 edition of The New Yorker, in which both ads appeared, shows the APL ad to be one of the top ads in the book and substantially higher than the very excellent O&P ad. It's all very confusing to us—but it must be even more so to Mr. Cone. It's getting so it's hardly safe any more to run down a competitor's campaign—particularly before the results are in.

Daniel H. Lewis,
President, Johnson & Lewis Inc., San Francisco.

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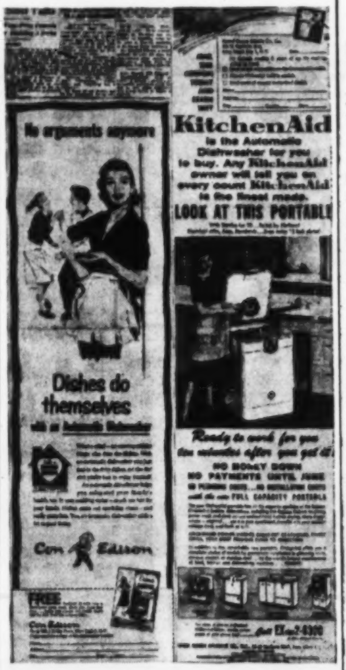
Top Position for Coupon Paid Off for KitchenAid

To the Editor: For a long time we have wondered if an ad showing a coupon at the top instead of at the bottom would bring an improvement in results.


KitchenAid
LOOK AT THIS PORTABLE
Dishes do themselves
Con Edison
FREE

We hesitated to experiment until layout necessities forced us to.

You will note the Speed Queen Atlantic-KitchenAid Dishwasher ad enclosed placed by us was designed to tie in with the Con-Edison ad placed by BBDO.

As their ad had a coupon at the bottom we took the chance of putting ours at the top.

This was one of a series of ads—all handled the same way—that appeared in the *New York Times, Herald Tribune*, and *World-Telegram and Sun.*

In previous campaigns we ran similar three-column ads in the same papers with the conventional coupon.

Therefore we can make a proper comparison and while we cannot reveal the exact number of replies we can report an average increase of 17% for the top position.

If you think this information of interest to your readers, you may publish it.

Leo Bernstein,
President, Byrde, Richard & Pound, New York.

Information Wanted About What's Being Offered

To the Editor: Oh! What they're saying—what are they saying?

John H. Tyner,
Advertising Coordinator, Bristol-Myers Products Division, New York.

• • •

Two for the Record

To the Editor: Two nominees for your wonderful "Ads we can do without" series:

The enclosed is from the *New York Times*, an ad for H. E. Harris Co., Boston stamp dealer. For anyone other than a young, beginning stamp collector, it is a transparently deceptive piece of copy. "FREE . . . scarce genuine postage stamp, as illustrated, picturing first U.S.A. (issued in 1847!)" would imply that they were giving away a pretty nice stamp. Actually, this stamp is a souvenir reprint issued by the Post Office Department in 1947, and scarce only when you compare it to an ordinary 4¢ stamp.

The other nominee comes from your May 25 issue, Page 82, and I'm surprised you didn't spot something awfully wrong. Worst of all, it's a prizewinning ad! It's that boy in the Canadian radio station ad with a sharp tin-can top beside his eye! How could they possibly give kids ideas like that without any thought to the possible consequences? It makes one shudder. (Reminds me of *Glamour's* recently acknowledged boo-boo in which they advised tired teenagers to loll about in a warm bath, with a phonograph and a handy stack of records nearby.)

I'm not even sure that that tin can will serve as a telephone, especially the way the boy is grasping it. We used to use paper cups—they make a fine speaker and are infinitely safer.

Howard E. Paine,
Editorial Layout, National Geographic Society, Washington, D.C.

• • •

Questions a Detail About that Cookie Ad

To the Editor: Re your interesting picture story of the "Evolution of prize-winning poster" by Young & Rubicam for Drake's cookies (AA, June 8). The final poster shows a youngster explaining a whopping shiner with: "He tried to take my Drake's cookies."

Methinks the boy is lying. How could he suffer a shiner in the defense of his precious possession and still come up with a cookie intact? Shouldn't the cookie have broken or crumbled? Unless, of course, Drake's sugar cookies are hard as rock.

R. E. Martin,
Corporation of Professional Engineers of Quebec, Montreal, Que.

• • •

Japanese Camera Ads Show U. S. Influence

To the Editor: Since we at Kameny Associates handle numerous leading photographic accounts, we generally follow the Japanese photographic publications with interest. An observation worthy of note

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:
- Publicity
- Subject Research
- Competitive Publicity & Advertising

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

SELLING IN NORTH CAROLINA
CALLS FOR THE
WINSTON-SALEM JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)

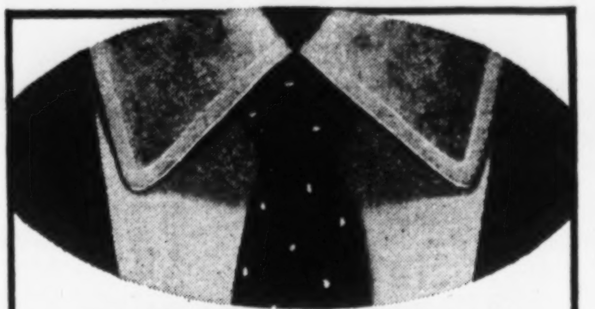
MORE THAN 4200 LINES OF FOOD NEWS EVERY WEEK

It's easy to understand why the guide to food buying for Northwest North Carolinians is the Winston-Salem Journal and Sentinel. Graduate home economist Beth Tartan authors award-winning articles of lively interest about food and its preparation. As cook-book author, lecturer, and full-time newspaper writer, Beth Tartan's following makes the Journal and Sentinel a source of food buying information in this vital 11-county market. Write us about our Monthly Grocery Inventory, available free to advertisers and their agencies.

IN FACT, you can't cover North Carolina without the Journal and Sentinel

CIRCULATION NOW
105,147
(Sunday 75,963)
Statement ending March 31, 1959

REP. KELLY-SMITH COMPANY



Fine Pima Voiles $7 to measure; $3 more buys a whole year's supply

Fine Pima Voile; specially priced at $7 to measure, and $3 more will get you a whole year's supply.

Fabric for fabric our shirts cost 75¢ more than comparable ready mades. You wear out only four shirts a year (4 x 75¢ = $3).

Custom made shirts are sure to make you look better and feel more comfortable. We invite you to come in and give it a whirl . . . a $3 gift from you to yourself.

The Custom Shop *Shirtmakers*
716 5th Ave. at 56th St.; Lex. cor. 50th St. opp. Waldorf; 247 Park Ave.;
37 W. 48 St. in Radio City; Madison Ave. at 40 St. (285) & 44 St. (339½)
38 E. 43 St.; Near Macy's at 462 7th Ave. & 1368 B'way; Downtown at 149 B'way

FREE! U.S. STAMPS
PLUS COMPLETE U. S. CATALOG

U S POST OFFICE
5 5

Sensational Get-Acquainted Offer—From The World's Largest Stamp Firm! FREE . . . scarce genuine postage stamp, as illustrated, picturing first U.S.A. (issued in 1847!) PLUS big collection of 30 all-different United States—19th century, valuable $5 stamp, etc. PLUS collection beautiful Commemoratives including 1893 Columbian, Boy Scouts, Wild West, many others. EXTRA: other exciting offers; 64-page Collectors' Guide; Big Bargain Catalog of all U.S. Postage Issues. Send 10c to help cover mailing expenses. Supplies Limited. MAIL COUPON TODAY!

H. E. HARRIS & CO.
3485 Transit Bldg., Boston 17, Mass.
Rush my U.S.A. stamps and other offers. I enclose 10c for mailing expenses.

Name............................
Address............................
City & State............................

is the strong influence of the American ad approach on Japanese advertising.

For example, in thumbing through the March-April issue of *Camerart*, an English-language photo magazine published in Japan, we came across several ads that were directly adapted from ad slants created by our agency for the U.S. market. One ad, in particular, produced by a Japanese agency for the Auto Terra 35mm camera, bore a striking resemblance to the one we prepared for the Ricoh 35mm camera, only translated into a "Japanese" version.

Our ad illustrated the performance of Ricoh's Triggermatic Firing device by showing a continuous action film taken with a Ricoh camera at the Floyd Patterson-Hurricane Jackson heavyweight championship fight. The Auto Terra ad in *Camerart* used a similar layout based on the film strip idea with only one difference—Sumo wrestling replaced boxing as the subject. A comparison of the two ads strongly emphasizes the influence that our American ads have had on Japanese agencies.

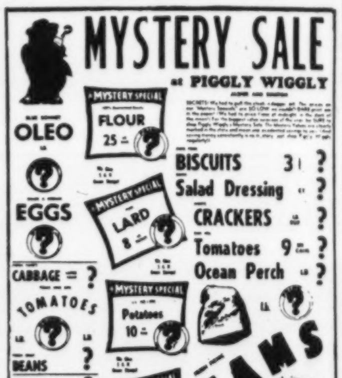
We wonder, though, how long the Auto Terra photographer had to wait to shoot the action sequence at the Sumo match. Having seen a few Japanese wrestling matches ourselves, we found them to be long on ceremony but somewhat short on sustained action. That this was not the case in the Patterson-Jackson episode is well known, especially to Hurricane Jackson.

Nat Kameny,
President, Kameny Associates
Inc., New York.

• • •

No-Price Mystery Sale Sets a Record for Piggly

To the Editor: Re Stanley Arnold's condemnation of ". . . complacent sameness" in grocery advertising (AA, June 1), here's one we believe he will approve of. The grocers with the guts to run it are Adam and Milton Thomas, operators of the Piggly Wiggly supermarket in Jasper, Ala. (1950 population: 8,589). In the grocery advertising arena, where the only difference from one page to the next is in the price of five pounds of sugar, it took a very "unsame" attitude toward promotion to send this one to the paper.



MYSTERY SALE
at PIGGLY WIGGLY

OLEO ?
EGGS ?
CABBAGE ?
TOMATOES ?
BEANS ?
POTATOES ?
STARLAC ?
ORANGE DRINK ?

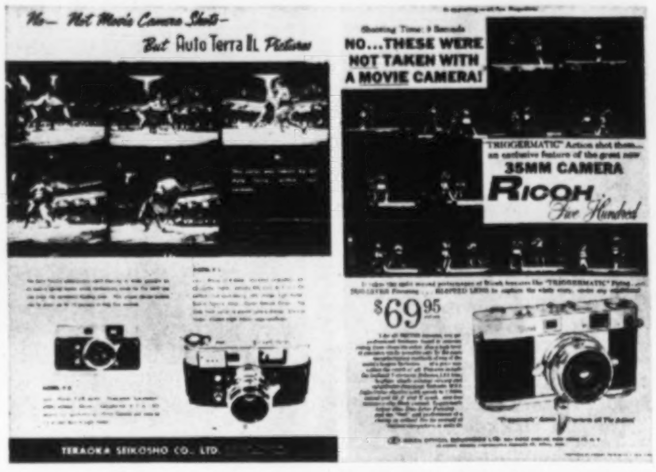
MYSTERY SPECIAL FLOUR 25 ?
MYSTERY SPECIAL LARD 8 ?
MYSTERY SPECIAL Potatoes 10 ?
MYSTERY SPECIAL BACON ?

BISCUITS 3 ?
Salad Dressing ?
CRACKERS ?
Tomatoes 9 ?
Ocean Perch ?
HAMS ?
STEAK ?

Incidentally, Mr. Arnold is scheduled as a speaker at the National Piggly Wiggly Operators Assn. convention in Miami Beach this August. It would be an understatement to say we're looking forward to his talk.

Estelle Galbreath,
Editor, "The Turnstile," Piggly Wiggly Corp., Jacksonville, Fla.

.S. The artwork for the enclosed d was part of the mat service urnished all Piggly Wiggly operaors by this office. To the best of ur knowledge, the Jasper operaors are the only ones to have run . without a single price insertion.


No— Not Movie Camera Shots—
But Auto Terra II Pictures
TERAOKA SEIKOSHO CO., LTD.
NO...THESE WERE NOT TAKEN WITH A MOVIE CAMERA!
"TRIGGERMATIC" Action shot them... an exclusive feature of the great new
35MM CAMERA
RICOH
Five Hundred
$69.95

ALIKES—*At right is an ad prepared by Kameny Associates, using the Patterson-Jackson fight to display the fast action of the Ricoh camera. At left is an ad prepared by a Japanese agency for the Auto Terra camera, illustrating Sumo wrestling instead of boxing.*

Ineffable Admen

To the Editor: David Ogilvy (Ogilvy, Benson & Mather) once blandly confessed [in reply to a query from a curious AA reporter] he had used "ineffable" in some copy without really knowing what the word meant. This provided Thomas Whiteside with the title and some amusing paragraphs for a magazine article, "Ogilvy, the Ineffable Adman," *Harper's Magazine*, May, 1955.

Charles Dallas Reach (Reach, McClinton) has provided Mr. Whiteside a peg for a second in his series about admen who use words they don't understand. In your June 8 issue Mr. Reach was quoted, "Hoist on my own petard," a rueful explanation of the logic that lost his agency the Playtex girdle account.

Mr. Reach patently doesn't know what "petard" really means. It would appear that he thinks it a hook, like those used with so much relish at amateur nights. The preposition he uses betrays Mr. Reach. One is not hoist *on* a petard, but *by* or *with* a petard. For a petard is a bomb or box of explosives. Only in the naughty French meaning of the word could Mr. Reach be hoist on his own petard. But even this usage strains the laws of syntax and good taste—and Newtonian physics as well.

Charles F. Johnson,
Editor, *American Business*,
Chicago.

• • •

BBDO Has Pudding Cakes

TO THE EDITOR: AD AGE JUNE 15 ISSUE PAGE 82 CREDITS BETTY CROCKER PUDDING CAKE [ADVERTISING] AS "INFORMATIVE" IN JAMES D. WOOLF'S ARTICLE. KNOX REEVES DOES FINE ADVERTISING BUT PUDDING CAKE AGENCY IS BBDO.

Mortimer Berkowitz Jr.,
ACCOUNT SUPERVISOR, BBDO,
NEW YORK.

How to keep your head when all about you . . .

"As recently as 1927, drivers who exceeded the speed limit in Peiping, China, were executed and their heads exhibited as a warning to others."

This fact was reported in Borg-Warner's well known advertising series—to ask Americans, who knew less stringent laws, to keep their heads—and drive carefully.
It is one of hundreds of facts Borg-Warner has run in support of Advertising Council campaigns in the public interest.

Not confused by facts.
A recent independent depth survey, conducted to determine what "meaningful thoughts" readers derived from these spreads, showed 86% of all persons interviewed considered Borg-Warner "sincerely concerned with the public welfare."

The climate's good.
The survey elicited many voluntary comments to confirm the belief that public-service advertising helps maintain a favorable climate for business. Some of the comments were: "Borg-Warner has done a lot for our country"; "they are serving mankind"; and, "Borg-Warner is tied in with the family and the community."

A billion readers.
Each advertisement since 1952 has carried an Advertising Council message. This is the longest, continuous magazine support given Council projects by any national advertiser. Totals: 216 messages and an estimated billion and a quarter readers.

SPEED LIMIT 15 MPH

You, too, can benefit.
You can better your business climate as Borg-Warner has. Use Ad Council campaign slogans on your point-of-sale materials, on your direct mail or business letters, in house magazines or annual reports . . . and in radio, television and print advertising.

Here are current campaigns:

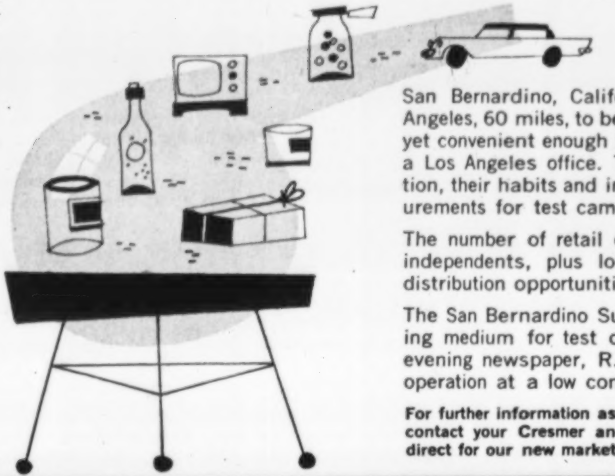
Aid to Higher Education
Better Mental Health
Better Schools
*Crusade for Freedom**
Forest Fire Prevention
*Red Cross**
*Register, Contribute, Vote**
Religion in American Life
Religious Overseas Aid
Stop Accidents
*United Nations**
*United Fund Campaigns**
U. S. Savings Bonds

*Not year-round campaigns

Free information, posters, reproduction proofs, electros for magazines and other advertising materials—yours for the asking. Send the coupon today, or call the Advertising Council branch office nearest you. Branches in Chicago, Los Angeles, and Washington, D. C.

THE ADVERTISING COUNCIL, INC.
25 West 45th Street
New York 36, New York
Please tell me how I can tie in with the Council . . . and "keep ahead".

NAME ____________________
COMPANY ____________________
ADDRESS ____________________
____



are you looking for an ideal
TEST MARKET?

San Bernardino, California is far enough from Los Angeles, 60 miles, to be a separate and distinct market, yet convenient enough for economical supervision from a Los Angeles office. The composition of the population, their habits and income levels are accurate measurements for test campaigns.

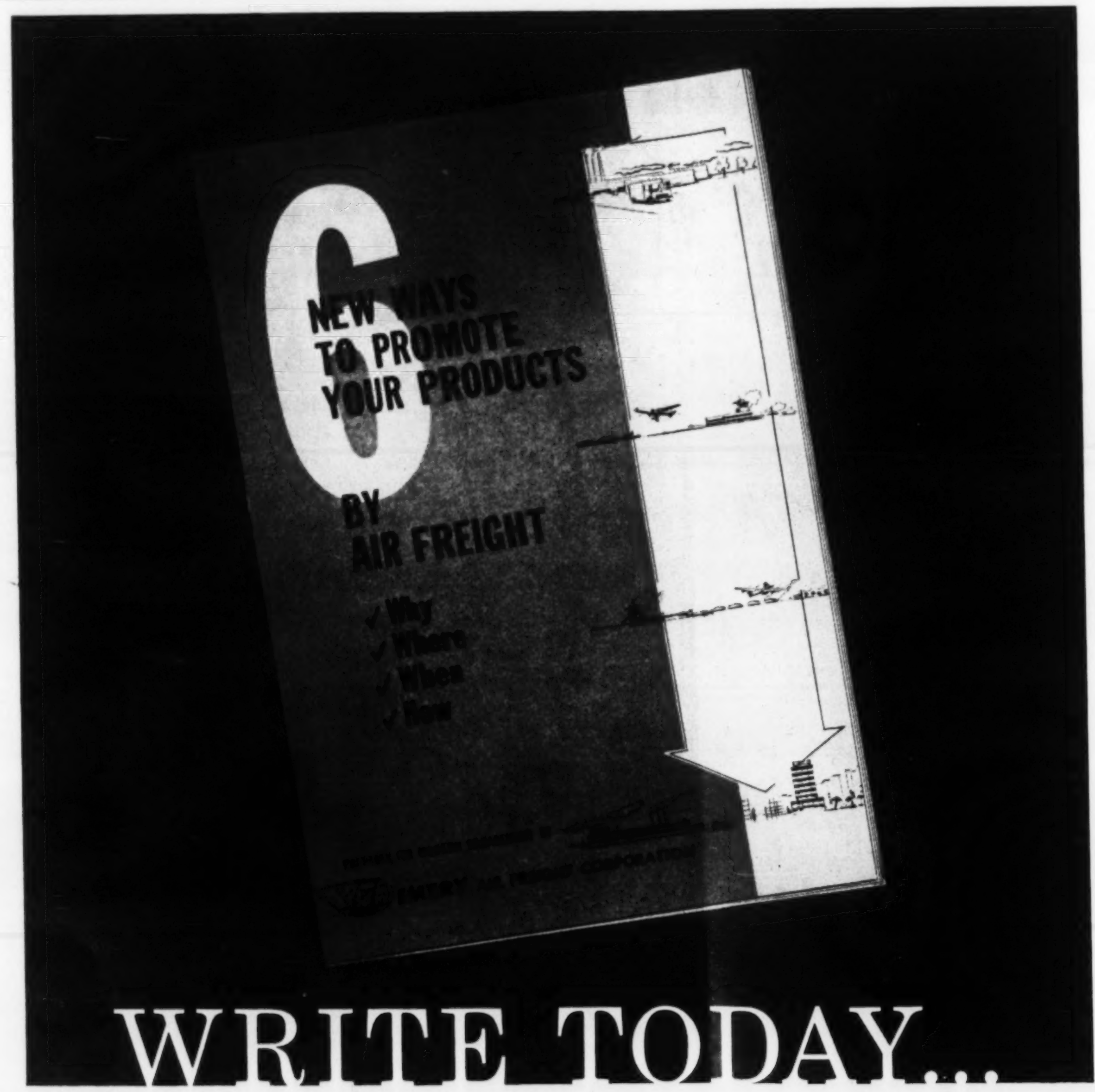
The number of retail outlets, outstanding chains and independents, plus local wholesalers offer excellent distribution opportunities.

The San Bernardino Sun and Telegram is an outstanding medium for test campaigns, with a morning and evening newspaper, R.O.P. color, and exceptional cooperation at a low combined rate.

For further information as to why this is your best test market contact your Cresmer and Woodward representative or write direct for our new market study.

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA

TROPHY—*Jaqua Co., Grand Rapids and Detroit, was awarded a trophy for the "best advertisement of 1958 in Michigan" by the Detroit Academy of Advertising Arts in conjunction with observation of Michigan Week. The winner was a four-color photographic ad for Century Boat Co., Manistee, Mich. Arnold Jones (left), president of the academy, presents trophy to C. C. Stanley Jr., vp of Jaqua. Winning ad is in background.*



WRITE TODAY...

for your copy of this timely booklet on how you can use air freight profitably in the ***distribution of advertising, sales promotion and display material...***

Companies of every size in every field are finding that planned use of fast, dependable Emery Air Freight offers many advantages including more production time, simultaneous nationwide distribution, faster on-time deliveries at costs often lower than ordinary transportation.

Simplify distribution of sales promotion material—let Emery do the *whole* job.

For your free copy of "6 New Ways to Promote Your Products by Air Freight" —Call your local Emery office or write:

EMERY AIR FREIGHT CORPORATION

Dept. AD, 801 Second Avenue, New York 17, N. Y.

Coming Conventions

*Indicates first listing in this column.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

*June 25. Business Publications Audit of Circulation, Chicago regional meeting, Sheraton-Blackstone Hotel.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

*Oct. 4-6. Advertising Federation of America, Seventh District, Roosevelt Hotel, New Orleans.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D. C.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

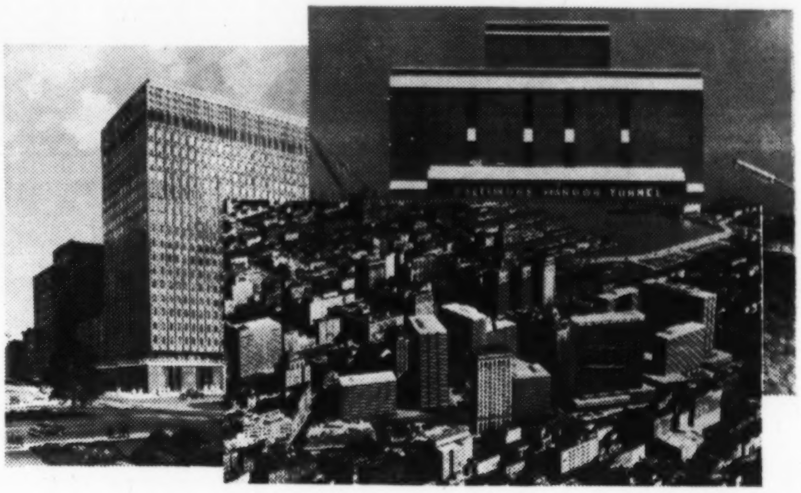
Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

Myrbeck Promotes Randolph

Laddman W. Randolph, an account executive with S. Gunnar Myrbeck Co., Quincy, Mass., has been named a vp.

*BALTIMORE HAS CHANGED—FAST!
AND UNLESS YOU LIVE HERE, YOUR
"MARKET IMAGE" MAY VERY WELL BE*

OUT OF DATE



As recently as early 1957, it's true, Baltimore "boasted" about 400 gas-lit street lamps! Today, none light the public scene . . . all, literally uprooted "overnight" in the surge of modernization and growth that has so characterized the Baltimore area these past few years!

The Baltimore of today . . . the NEW Baltimore is a vital, teeming, metropolitan market, alive, alert . . . transfigured by an influx of new families, new business, new construction! Here is a modern populace, people with new interests, new desires . . . and the means to satisfy them!

Compare the NEW Baltimore so clearly evident in the facts and figures* shown below . . . with your own mental image of "Baltimore, 1959."

METROPOLITAN POPULATION
Estimated at 1,626,000
A 3.1% increase in one year!

HOUSEHOLDS
Estimated at 458,600

RETAIL SALES
$1,799,932,000

EATING & DRINKING SALES
$187,251,000

APPAREL STORE SALES
$99,342,000

AUTOMOTIVE SALES
$235,354,000

NET BUYING INCOME
$2,964,515,000

FOOD STORE SALES
$459,578,000

GEN'L MERCHANDISE SALES (STORES)
$335,091,000

FUR., HSLD. & APPL. SALES (STORES)
$90,006,000

DRUG STORE SALES
$77,699,000

POPULATION DISTRIBUTION
Urban: 60.9%—Suburban & Rural: 39.1%

The Baltimore News-Post and Sunday American has more than kept pace with this tremendous growth . . . this shifting of the population. We deliver 54% of all the households in the major Baltimore suburban areas every day in the week. Over 61% on Sundays! Any wonder then that . . .

Freighter Bound Here Runs Aground

Baltimore News-Post

BIG FOOD SECTION EVERY THURSDAY!

THE NEW LEADER IN THE NEW BALTIMORE IS

The Baltimore News-Post
SUNDAY AMERICAN

**Sales Management Survey of Buying Power*

Represented Nationally by HEARST ADVERTISING SERVICE INC. OFFICES IN 15 PRINCIPAL CITIES

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

★

SPECIAL NOTE FROM JOHN BURGOYNE:

William King Pehlert passed away from this world's worries the middle of this past April.

BILL PEHLERT

Bill was one of the ablest and most honest advertising men it has been my good fortune to know, in thirty years of experience in this business. Yet—Bill was known to only a relatively few advertising people.

Sure—Cunningham & Walsh will miss him—as would any other advertising agency who had the good fortune to have him on its team. Bill never pulled punches and had the facility for going right to the core of any sales problem concerned with advertising.

But most important of all—the spirit, honesty of Bill Pehlert will remain with us as an example for emulation.

John Burgoyne, Jr.

★

If you are not on our list to receive our Quarterly Merchandising Reports, please drop us a line on your letterhead. These reports are prepared under the direction of Ben L. Schapker, our Merchandising Director, and contain capsule facts and figures based on the most up-to-date marketing and merchandising information available. As one of our clients wrote us—"Ben seems to get the news sometimes before it happens."

We would also like you to have at your fingertips, an up-to-date list of our test city locations. These are cities—representing America's best test markets—where Burgoyne is permanently set up for Retail Sales Studies on grocery and drug products. Write or phone today—we'll mail your list pronto.

Burgoyne GROCERY & DRUG INDEX, INC

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Criticism of 'Lobbying' Ads Cuts Hope for Rule Liberalization by U.S.

(*Continued from Page 2*)

ment, rather than merely military ones, and that is produced when people have to advertise very strongly about a particular thing companies do—obviously something besides the strict military needs of this country are becoming influenced decisions."

■ Long-smouldering resentment came into the open as a result of an ad which Boeing ran in Washington newspapers late last month reporting that more than 3,800 subcontractors in all parts of the country are participating in production of its Bomarc.

At the House armed services committee last week, Rep. Leon H. Gavin (R., Pa.) charged it was no accident that the ad by Boeing appeared at a time when top defense officials are at loggerheads on the allocation of funds between the Air Force's Bomarc, and the Army's Hercules.

"How did it happen?" he demanded of Philip Taylor, Assistant Air Force Secretary for Materiel. "I want to know whether the Air Force was in on it, and if so why."

■ Under questioning by Rep. Gavin, Mr. Taylor denied that any portion of the cost of the Boeing ad falls on the taxpayer. Noting that the Air Force reimburses contractors only for help wanted ads and for institutional advertising in trade and technical publications, he said, "Boeing has less money to distribute to its stockholders because it ran that ad."

Rep. Gavin pointed out that Boeing is the nation's biggest defense contractor, with $2 billion worth of contracts—9.8% of all defense business. "If the ad cost them $2,200 that's a small amount, a gesture Boeing can afford to make for the Air Force," Rep. Gavin complained. "But it was ill advised at this time."

■ Rep. F. Edward Hebert (D., La.), who was presiding, said:

"The secretary stated aptly that stockholders got less because of the ad. But at some future time they will get more."

The controversy comes at a sensitive time, too, for defense industries which have been trying to interest Congress is a pared-down renegotiation law.

Already approved by the House, the renegotiation renewal has run into difficulties in the Senate, with some members complaining that the House version creates opportunities for defense contractors to retain profits which would be recaptured under earlier renegotiation procedures.

While advertising is not an allowable cost so far as the Defense Department is concerned, expenditures for advertising have almost always been allowed by the renegotiation board as reasonable expense which defense contractors can write off before determining the amount of "profit" which was earned on a particular contract.

■ Under these circumstances, big defense contractors like Boeing still "salvage" something from advertising expense, even if the expenditure cannot be treated as cost in determining the payment they receive from the government.

With the President and Congress complaining about lobbying of the defense industries, Defense Department officials have nothing to say about progress on a revised version of the armed services procurement regulations which has been sought by big defense contractors.

Among the changes in the regulations which had been urged by the defense contractors was a change in the treatment of advertising to eliminate the long-standing provision which specifies that advertising is not an acceptable cost, except for ads in trade and technical journals which offer no product for sale and are inserted to support a publication useful to the industry.

■ One revised regulation which was being considered last winter eliminated the phrase "for the support of" trade publications. Defense contractors have also been arguing that they should be free to decide for themselves the media which are most important for the welfare of their companies.

At the armed services committee hearing, Air Force staff personnel advising Assistant Secretary Taylor carefully emphasized that only a limited amount of trade and technical publication advertising gets into the cost side of the defense contracts. The care with which this point was stated indicated the Air Force people sensed this was no time to be talking about more generous treatment of advertising.

Currently, however, there are reports that, far from liberalizing the regulations, some Defense Department officials are proposing to curtail even trade and technical journal advertising.

At least one member of the House appropriations committee, Rep. Gerald Ford (R., Mich.) is prodding the Defense Department, with a warning that "politicking" by defense contractors through ads in technical publications is even more flagrant than the newspaper ads which have been cited by the President. #

When you keep competition crowding sail in your wake–

it's pretty certain your advantage comes from a master's skill and sensitive touch • Advertising-wise, it's the creative genius of artist and copywriter, the analytical wisdom of media men, the experienced proficiency of production men, the gifted know-how of typographers • And multiplying the productive potential of all these talents is the craftsmanship of the photoengraver who reproduces the colorful brilliance and vitality of your original creation in copper and zinc • It's significant that an impressive number of advertisers with long records of leadership, have been specifying ROGERS master-craftsmanship for more than three decades.

ROGERS

engraving company

2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

watch
WATCH THE WOMEN GO BUY...
the
WATCH THE WOMEN GO BUY...
women
WATCH THE WOMEN GO BUY...
go
WATCH THE WOMEN GO BUY...
BUY

The Oregon
Hood River Orchards Bloom Into Splendor

The man who watches the women go buy every day is the retailer. And in Portland, the retailer puts the bulk of his advertising budget into the one medium that's big as all Oregon . . . The Oregonian. In food advertising and total retail, The Oregonian is the leader because it reaches and influences more women.

How big is the Oregon retail market? Almost $2½ billion annually. That's double Boston and triple Kansas City!

Largest Circulation Newpaper in the Northwest
242,035 DAILY; 306,014 SUNDAY

The Oregonian
Portland, Oregon

Lèads in Retail Grocery Advertising

Sources:
Sales Management Survey of Buying Power, May 10, 1958;
Publishers' Statement for the 6 months ending March 31, 1959, as submitted to A.B.C.

MEMBER OF
Represented Nationally by Moloney, Regan & Schmitt, Inc.

'60s to Be Business' Golden Era, Barring War, Bungling, AMA Told

(*Continued from Page* 1)

population of over 200,000,000 and provide close to full employment for around 75 to 80,000,000 civilian workers.

"Improved productivity in a rapidly advancing technological society will permit these workers to produce a vast amount of goods and services with fewer hours of work—perhaps 35 hours per week."

Dr. Ensley said he based his comparisons on today's prices. He said average family income will exceed $8,500 by 1970 compared with a little over $6,000 now and $4,000 just after World War II.

■ In 1970, nearly half of America's families will have a disposable income of more than $7,500. The bulk of the others will have more than $4,000 to spend on goods and services.

"The heights we are likely to reach by 1970 strain the imagination," he said. "U.S. consumers will be spending $500 to $550 billion annually—rather lofty area above the present high $325 billion level."

This new vast reservoir of buying power will force new consumer markets to open and old ones to expand, he said.

"Because the volume of disposable income will be widely distributed among relatively high income consumer units there will be a wider choice of how each dollar is used than ever before," he said.

■ "Here's the challenge for American business and government. As we compete for the dollars of the new affluent consumer, will we be able to create an economic climate in which consumers can enjoy new products, new leisure, new public and private facilities —yet be free of the fear of eroding inflation and intermittent business declines?"

Dr. Ensley said people must save as well as spend to create prosperity. Spenders borrow from the savers.

"If people stop saving, they must soon stop borrowing—and our economy will stop growing. If the thrift industry does its job better in the years ahead, we will all be better off. There will be more adequate savings to finance America's long-term growth, and to make consumer spending habits more orderly."

■ At the opening luncheon, J. W. Keener, president of B. F. Goodrich Co., discussed "Marketing's Job for the 1960s," outlining the changes in population makeup in those years.

"We'll have an additional 40,000,000 people in our country, over half of them under 20 years of age. We'll have 32% more persons under 20 than we have now. The group 20 to 39 years old, those in the reproductive and family-building years, will increase about 7,000,000, or 15%. Those 40 to 59, the property-accumulating and security-building group, will increase 6,000,000, also up 15%.

■ "The years for tapering off and retirement—age 60 and up—will show an increase of about 6,500,000, or about 30%," Mr. Keener said.

Mr. Keener pointed out that two-thirds of the total population increase will be counted in the youngest and oldest groups—"a dominant statistic for marketing men in the 1960s."

"Some of those under 20 will be employed and will have something in the way of income. Those 60 and above will have considerably more income than at present due to pensions, social security, investment income and some productive work," he said.

Mr. Keener said, however, that persons between 20 and 59 will get most of the 45% increase in consumer income predicted by 1970. And added: "With all those children, they will certainly need it."

■ B. E. Estes, vp in charge of marketing, U.S. Steel Corp., warned another sectional meeting of pitfalls and detours that could keep us from reaching the summit prosperity of the 1960s.

Mr. Estes listed global war, runaway inflation, "greatly increased government controls of business," and a long and deep business depression.

"Each is possible, and then the shining '60s would tarnish before our eyes," he said.

On the other hand, there could be a major breakthrough of some sort which could alter the course of history. It could come in the area of health—a cure for cancer, control for heart disease, the elimination of mental illness.

"Unlikely as it appears at this moment, a lasting peace might be achieved," Mr. Estes said. "A low-cost means of purifying sea water could be developed, leading to the opening of vast desert areas to agriculture and industry. A practical means of weather control could be discovered.

■ "Any of these is conceivable," he said, "and they might require a complete revision of marketing planning, if not for all industry, then at least for major segments."

Mr. Estes said the key to successful marketing is to anticipate change, to move with change, and even to foster change at times. He offered five guide points for industrial marketing: Looking ahead and forecasting the size, character and quality of markets; establishing goals; recognizing what is required to meet the objectives; executing a plan as outlined, yet keeping it flexible enough for change, and evaluation of results along the way so weaknesses can be corrected.

■ New products will be needed to keep consumers climbing toward the shining peaks of the 1960s, Walter F. Crowder, editor and publisher of *Industrial Distribution*, told his audience.

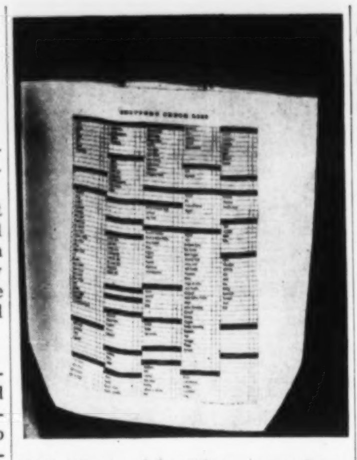
"Supplying the wants of new citizens—first when they're children, then when they're adults forming new families—will certainly put an economic burr under our saddle blanket."

Mr. Crowder, discussing prospects of industrial distributors in the 1960s, said they are caught in a net profit squeeze, pressed between mounting operating expenses and dwindling gross margins. Many of the distributors may be forced to reduce the number of lines they are handling, and do more specialized selling.

■ Leon Arons, vp in charge of research for the Television Bureau of Advertising, termed many advertising media yardsticks as archaic and unsuitable for today's highly competitive, complex world.

"Information all too frequently is of a bookkeeping kind," Mr. Arons said. "Moreover, each measure used by a medium has its own background and development in relation to the operating problems of the medium and in response to competitive pressures. As a result, while a sizable body of information has been built up for each medium, the value of much of it is drastically limited because the individual measures do not lend themselves to making valid comparisons between media."

Mr. Arons also said TvB had undertaken a basic research project, in cooperation with a major university, to determine the processes involved in informing and persuading people through mass media communication. #



NEW MEDIA—*Advertisers may have their products listed by brand name on this shopping bag which doubles as a shopping list. The bags are being offered free to grocery chains.*

Shopping Bag Is New Medium

NEW YORK, June 16—A shopping bag imprinted with a shopping list is being offered as a new medium for advertisers.

Of white stock, the regulation-size bag has printed on it in green ink a shopping list of commonly used grocery and household products. An advertiser can have his own product listed by brand name, at a rate based on $1 per listing per 1,000 bags.

The idea is that the bags will be supplied free to grocery stores, thus saving them the cost of buying their own bags. The shopper carries her groceries home in the bag and then saves it to use as a shopping list to take with her the next time she shops. A new bag is then given to her at the check-out counter.

■ The bag is the handiwork of Herbert Kaufman, advertising and public relations consultant, who is handling both the ad solicitation and the distribution of bags to grocery chains. The venture was tested for two weeks recently in the Jamaica, N. Y., store of the Associated Food Stores Cooperative, where 10,000 bags were given to some 3,000 shoppers.

Attached to the bags were cards asking for comments. About 10% were returned, with more than 90% of the returns indicating approval of the idea, according to Mr. Kaufman. #

Budd Co. Says Continental Ads Will Stay at EWRR

Budd Co., Philadelphia, has announced that it is not considering switching advertising for its affiliate, Continental-Diamond Fibre Corp., from Erwin Wasey, Ruthrauff & Ryan to Aitkin-Kynett, which acquired the Budd account effective July 23 (AA, June 15).

Fisher Joins Gardner

William D. Fisher, previously vp and director of radio-tv at Doherty, Clifford, Steers & Shenfield, New York, has been named to the new post of vp and director of broadcast programming in the St. Louis office of Gardner Advertising Co.

45 Stations Drop Preparation H Ads; 21 Lose Seal; 17 Resign from Code

(*Continued from Page* 1)

that at least four others appealed in writing to the tv board.

With the battle over hemorrhoid remedies largely behind it, Mr. McGannon said the code board is moving ahead on three important projects to tighten up on compliance:

- In a further crackdown on ads for "personal" products, a special subcommittee is to go to New York in the next few days to help agencies and advertisers draft "guide posts" which can be used to avoid "bad taste."
- A move to assure closer relationships with film producers, by hiring a West Coast code enforcement officer, and opening a West Coast office by mid-summer.
- A stepped up monitoring program under an arrangement tripling the number of Broadcast Advertising Reports checks used in code enforcement work.

■ While the board's impending moves on other personal products could ultimately lead to new disputes with stations accepting controversial ads, Mr. McGannon indicated the impending trip to New York is not necessarily a prelude to a new "crackdown."

Distinguishing between the inflexible stand the review board took on hemorrhoid remedies, and the impending conferences in New York, Mr. McGannon said hemorrhoid remedies and feminine hygiene products are specified as unacceptable classes of advertising under a code amendment adopted June 7, 1956, and are not eligible for telecasting under any circumstances. Other personal products are acceptable, he explained, so long as they are presented "in good taste."

■ Negotiations with agencies and advertisers toward improvement for ads for "personal" products will be handled by a subcommittee headed by E. K. Hartenbower, general manager of KCMO, Kansas City, and including Mr. McGannon and Gaines Kelley, general manager of WFMY, Greensboro.

The initial contact, Mr. McGannon said, will be with the copy acceptance committee of the Four A's, within the next week to 10 days. Later the code group also expects to confer with individual agencies and advertisers.

Mr. McGannon said the code review board has seen commercials on the air, or has learned of some which are in preparation which might not be in good taste. It hopes that the conferences in New York "will provide guide posts" which will enable advertisers to promote these products without violating the standards of good taste.

The official version of the impending New York trip, described by NAB in a press release later, said, "The subcommittee plans a series of meetings with agencies, networks and advertisers, intended to achieve an exchange of views and greater understanding of the purposes of the code, particularly with respect to the treatment of personal product advertising."

■ Emphasizing the fact that the code leaves no alternative so far as hemorrhoid remedies and feminine hygiene products are concerned, Mr. McGannon said the line of demarcation is that hemorrhoid remedies and feminine hygiene products are "intimately personal" items, while other items, which can be advertised with restraint, are merely personal.

"Even in drug stores," he said, "feminine hygiene products ordinarily are not on display, and they are usually specially packaged. Nor do you see prominent signs for hemorrhoid remedies."

■ His formal statement with respect to the board's position was carefully phrased to avoid any identification of the product which is at the heart of the dispute. He conceded, however, that to his knowledge there is only one hemorrhoid remedy which has been advertised on the air. When a reporter asked, "Preparation H?", he answered, "You said it. I didn't." Mr. McGannon said that so far as he knows no products now advertised on tv fall in the feminine hygiene category.

His statement was carefully worded to dispel any implication that the code board was trying to keep hemorrhoid preparations from having any access to tv. "The stations which have the code seal have voluntarily indicated a willingness to abide by the rules. They have a right to refuse to join, and a right to resign if they don't like our rulings. They have a right to walk by themselves, if they please. And to judge by the number who choose not to adhere to the code, it can hardly be said they are walking by themselves.

"It must be borne in mind that the effectiveness of the code must be based on the broadest possible demonstration by the television industry that the code is a sound and workable means of self-regulation," Mr. McGannon's formal statement said.

"As the years progress, the greatest respect and commendation must be afforded to the members of the industry who drafted the code in 1951 and 1952. It has proven to be a forward looking document and one that can stand the passage of time even in such a rapidly growing industry as ours.

■ "In the course of the past several weeks it has been urged by some that the code review board does not have the right to tell stations what to put on the air. This is most certainly so—nothing can be substituted for the judgment of the individual licensee in fulfilling his statutory obligation. Just as the stations voluntarily gathered together under the code to achieve a degree of self-regulation, the same voluntary opportunity exists for a station to resign from the code if he believes he cannot or should not conform with its provisions or their interpretation as evolved by the code review board.

"The voluntary character of the code is one of the principal characteristics that gives it such broad acceptance and respect on the part of the public, community leaders and governmental bodies.

"The original decision concerning the unacceptability of advertising dealing with hemorrhoidal remedies was made on June 7, 1956. That action was unanimous by the members of the code board and has been considered and reviewed in detail by each of the three successive boards and unanimously confirmed.

■ "In this interpretation, the effect was to determine that advertising pertaining to hemorrhoidal remedies and feminine hygiene as classes of products is not acceptable. This does not foreclose the manufacturers from the use of television, since there are stations which are not code subscribers, and this advertising could be placed on these stations as well as any who believe that they couldn't comply with the code and are prepared to forego the seal," he said.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St. Chicago, SU 7-2255

Account Executive with farm or industrial client experience for twenty-five year old Midwest agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Opportunity offers a real future with a growing agency. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to

Box 2548, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE
Editors .... Public Relations
Copywriters .... Advg. Managers
Artists ..... Media ..... Production ..... Service
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

LEADING SPECIALIZED AGRICULTURAL PUBLISHER expanding staff has opening for experienced and aggressive space salesman. Agricultural experience very desirable. Position requires travel in mid-west 50% of time. Salary, expenses, profit sharing and other fringe benefits. Send complete resume to: **E. E. Ruther, Watt Publishing Co., Mount Morris, Illinois.**

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial,
PR TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 220 S. State St., Chicago 4

PRODUCTION AD LAYOUT MAN

Exp. Ad lay-out & promotion man or woman for Retail Chain Hard lines. Excellent opportunity for aggess've worker. $400 to $500 per month plus fringe benefits. Submit detailed resume.

Box 2634, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY - IDEA MAN - LGE. AGENCY
Can be wild if record good.
To 10 M - No fee - Write:
A. G. Heighington Associates,
407 Yorkville Towers, Toronto, Canada.

ACC'T EXECUTIVES

Young, growing agency with congenial, cooperative staff offers opportunity to A.E. with some immediate billing. Extremely profitable arrangement to the right man who is dissatisfied with his present financial return. Send resume and particulars, strictly confidential.

Box 2618, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

COPYWRITER AND CONTACT MAN for well established, medium size Industrial Agency. Opportunity for a man who can write technical copy on a variety of industrial products. Knowledge of electricity or electronics helpful. Youth is no barrier but professional writing experience is essential. Send complete resume, salary requirements and recent photo if possible. (Our staff has been advised of this advertisement)

Box 2626, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

TRIPLE-THREAT WRITER

All-around "Pro." 17 yrs. advtg., sales prom., edit. Creative, mature (41) man; works "with" you rather than "for" you.

Box 2636, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE WRITING

Box 2637, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

BUSINESS MAGS had an off-year, adwise? Not this one! Its '58 net up 8%, to date in '59 up 11% - with only one space rep! And he's ready for bigger things. 4 yrs. exp. as ad mgr., news editor. 31, married, MBA in advtg., prefer NYC or southwest.

Box 2633, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

JUST A COPYWRITER. Nothing fancy. Young. Two yrs. top agency. Two yrs. large Co. Consumer & trade exp. Ads, collateral, the works! Prefer agency copy or Asst. Ad Mgr. No bragging—just results. A card brings complete resume.

Box 2632, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES
Ambitious Guy .... Experienced
Versatile .... Young .... Personable
Box 2631, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CAN AND WILL WRITE ABOUT MOST ANYTHING FROM ROSES TO RANGES
6 yrs. general ad agency experience
8 hrs. PR. Like Pittsburgh but can move.
Box 2630, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCT. EXEC. - AD MGR.

10 successful years include experience as Ad. Mgr. & Asst. Pub. on outstanding consumer specialty mag.; Acct. Exec. in small agency serving farm, indus., & consumer; Asst. SPM on appliances. 33, happily married. Mid-teen salary.

Box 2629, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASST. TO ART DIR. OR ADV. MGR.

Creative layout designer now employed, offers exp. in layout, fin. art, ill., & lettering. Direct mail, publ. ads, catalogs, house organs, broch, & sales prom. Married. Reliable. Resume:

Box 2627, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILE AD MANAGER

Strong appliance-electronics background. Sears and GE-trained. Can handle complete ad program admin. plus creative work. College grad, 33, 10 yrs. exp.

Box 2625, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION SPECIALIST

Agency writer, ad mgr. nat'l retailer. 3 yrs exp. circular, news, mag, direct mail, radio. Exceptional writer, strong administrator. After spot as ad mgr. or assit.— Upper 4 figures. 26, family. Will relocate.

Box 2624, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED H.O. Editor AVAILABLE
Morale-building articles, skilled rewrite and camera. Single, 35.

Box 2612, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP AG MARKETING MAN

Ag Account Exec. top 4A agency 3 yrs. Full Mkting, ad, prom., PR experience all media. 4 yrs. Ad Dir. nat. farm mag. Radio-newspaper exp. Mid 30's, BJ degree, married. Request resume.

Want position with prog. company or manufacturer. South, Southwest, West.

Box 2613, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING, MERCHANDISING EXEC.

Successful 14 year record in promoting National Brands packaged goods, appliances. Knows all media. Able market planner. Good Administrator and speaker. 38 yrs. old. Available now. Salary range $16,500 plus.

Box 2620, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Television Program Supervisor

One of the country's leading television advertisers has an unusual opportunity in its Television Programming Section.

The man we want is under 32, and has had enough experience to enable him to quickly assume responsibility in our organization. His background should include several years of production work with an agency or a television network or station, with some writing and/or editing experience.

After a short indoctrination period, the man we employ will assume the responsibility of supervising several of our programs, working with our Advertising Agencies and program talent on all phases of programming. His job will be to do everything that can be done from the clients point of view to provide and maintain top quality programming. This will involve representing the Company in close relationship with its Advertising Agencies on all matters concerning the writing, casting, and production of the Company's programs.

While this position calls for a high degree of creative ability, it also requires good business administrative ability since a large part of this job is concerned with the business management of our programming operation.

If you feel that you can qualify for this position, please write and tell us about yourself. All replies will be handled in confidence, and no contacts will be made until we have your permission.

Box 589, ADVERTISING AGE
200 East Illinois Street
Chicago 11, Illinois

POSITIONS WANTED

ADVERTISING MANAGER

Young and enthusiastic. Experienced Advertising and Sales Promotion, Copywriting and Commercial Art. One-man Dept. or you name it. Would like to relocate in East. Write for resume, samples.

Box 2616, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING & SALES PROMOTION MANAGER

Experienced all phases adv & sales prom. (Consumer) Able administrator with budgeting, agency liaison, point-of-sale, all types of media, production and ad agency background.

Box 2617, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MARKETING MAN

Now ready to asst. busy executive, seeks responsible position. Broad experience in industrial and consumer products, market potentials, sales forecasts, media analysis. Age 34, B.S., M.B.A. Start $6500.

Box 2619, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

FOOD TRADE EDITOR

Five years editor of top regional retail food trade magazine, single, 35, wants post with future with food company or food publication. Heavy on layout, features, production. Use camera. Can travel.

Box 2622, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED CHICAGO SPACE SALESMAN

Desires change—Trade magazine, Publishers' Rep or newspaper. Will travel or relocate.

Box 2623, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR

with fresh, unusual approach to creative duties, desires position offering creative challenge and solid opportunity. 10 years exp. as agency A.D., studio artist, etc.; will relocate. Resume on request.

Box-2621, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES WANTED

Representative for New York territory. Must know metalworking field. Send resume to **Tooling & Production Magazine P. O. Box 3505, Cleveland 18, Ohio**

REPRESENTATIVES AVAILABLE

NEW YORK SPACE SALESMAN

Desires represent consumer or trade publication. Best contacts.

Box 2579, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

BUSINESS OPPORTUNITIES

MERGER OPPORTUNITY

Profitable publisher's representative firm wishes discuss merger possibilities with smaller similar operations in Chicago, Cleveland, New York. Purpose: more thorough selling on national basis. Have franchises on successful books which can be expanded geographically under merged organization. If you aren't quite making it now with 2 or 3 books—but like to work and make real money, contact us at once. This can be done on a stock issue basis wherein you will maintain your ownership interest and participate in profits.

Box 2614, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED
ADVERTISING AGENCY PARTNERSHIP

Interested in purchasing 25% to 50% working partnership in agency with growth potential. If additional capital and a man with loads of know-how in catalog, direct mail, and general advertising is what you need, write to

Box 2615, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

FREE WRITERS CATALOGUE
giving manuscript markets. Write Literary Agent Mead, 915 Broadway, New York 10

ARE YOU ON FILE with executive recruiting firms? Let these talent seekers know the job and salary range for which you are available so they can call you when an opportunity arises. Nationwide list of over 80 executive search firms only $2.00. **Execaid, Box 2647, Grand Central Station, Dept. 30, New York 17, N. Y.**

FILMOTYPE ALPHABETS FOR SALE

11 fonts on 2 reels—Atlas, Alt. Gothic (60FG2), Gothic Italic (721GB44), Modern, Latin, Harlem, Orlando, Woody, Fortune, Encore. 5 rolls Filmotype print paper. Best offer gets this buy.

Box 2628, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

THE MAN WHO WAS MERGED
out of our accounts—

—built our business from a little bit to a lot more. He built other businesses too, some from such humble beginnings to such huge proportions that to claim anything more than meager credit would be way out of proportions. He is a specialist at building sales.

Currently he is an officer in a large, medium size agency. He knows every phase of the agency business and how to run it. He is also a new business getter, having landed some two dozen accounts in his present tenure of office. He is a good marketing man and nearly great on the plans board. As a contact man he wears well—he still serves the first account he landed 25 years ago. He is a man's man, swell story teller, accomplished socially, well read, well traveled, well educated. He is well heeled too, so that an immediate financial income is the last consideration after finding a progressive outfit in N. Y. by gentlemen, *who need our man.* Box 586, Advertising Age, 630 Third Avenue, New York.

His Former Clients
who urge this change

Agencies in the first 10, save your postage.

PUBLISHING CENTER

Monmouth County, N. J.

Located on state highway, 40 miles from New York City

A publisher who wants to get away from the crowded area is acquiring 50 acres for the creation of a publishing center—offices, engraving plant and printing plant.

Inquiries are invited — from other publishers who want to enjoy the many advantages of living and working in one of the finest communities in the East, near the site of the recently-announced $80 million Bell Laboratories. Write to Box 581, Advertising Age, 630 Third Avenue, New York 17.

ADMINISTRATIVE ASSISTANT TO HEAD OF L.A. AGENCY

Agency proxy being swamped by detail work caused by rapid, solid expansion. Needs strong "right arm" to take over *complete administrative responsibilities* in 16-man agency. Wonderful opportunity for aggressive, personable man with strong background in all phases of agency operation. Salary w-i-d-e open. Write fully; confidences strictly respected.

Box 27 R 408, ADVERTISING AGE
4041 Marlton Ave.,
Los Angeles 8, Calif.

COPYWRITER/ENGINEER

Idea man, blue chip experience, versatile. Digs deeply through complex electronic, mechanical data for unique visual ideas, crisp copy. Desires free-lance assignments. Box 584, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

GROUND FLOOR OPPORTUNITY

Pres. of highly creative fast-growing small hard goods agency looking for seasoned AE or 1-man shop to help build and share executive load. Will eventually share ownership. Billing required but man comes first. Box 580, Advertising Age, 630 Third Ave., New York 17, New York.

ADVERTISING PROMOTION

RECENT COLLEGE GRADUATE: THIS IS AN OPPORTUNITY TO ASSIST WITH ADVERTISING AND SALES PROMOTION PROGRAMS FOR LARGE CORPORATION LOCATED IN CHICAGO METROPOLITAN AREA. PREFER ONE TO THREE YEARS EXPERIENCE IN SALES PROMOTION OR ADVERTISING. SHOULD BE STRONG ON WRITING AND HAVE ADMINISTRATIVE ABILITY. SEND RESUME INCLUDING RECENT SNAPSHOT TO BOX 582, ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILLINOIS.

THE HERTZ CORPORATION HAS A JOB FOR A CREATIVE . . .

NATIONAL SALES PROMOTION MANAGER

How would you like to be responsible for the creation, development and maintenance of the Sales Promotion Program of America's oldest and best known car rental company?

Would you like to present your ideas for marketing and promoting the famed Hertz Rent-A-Car, Truck Lease and Car Lease Divisions directly to management?

Such a man would use his sales and promotion experience to help guide Hertz along exciting new sales roads. He would step right into an executive position in our Chicago headquarters. He would be between 30 and 40. In addition to a salary commensurate with his abilities, he will be eligible for a bonus at year's end. He will partake of all the usual employee benefits including hospitalization and pension plan.

Are you that man? We would like to have you tell us by sending your résumé (it will be treated confidentially, of course) to:

Mr. Fred A. Mudgett, Director of Advertising and Sales Promotion
The Hertz Corporation, 218 S. Wabash Ave., Chicago 4, Illinois

NOW AVAILABLE!

In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.

COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

AE, foods, major agency. 35-50. Solid record important accounts.	**$25-35M**
ART DIR., agency. Adventurous but practical.	**18-20M**
AE, foods, 29-33. Tough, smooth finish. Marketing knowledge.	**15M**
MKTG. RESEARCH MGR., food co., Coast, to grow into mktg. Heavy academically in research, plus consumer goods exper.	to **14M**

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

PUBLIC RELATIONS AND ADVERTISING MANAGER

FINANCE COMPANY

One of the country's major finance companies engaged in automobile finance, personal loans and business financing, located in the mid-west, needs an able administrator to head up an expanding public relations-advertising function. Strong public relations experience, with an adequate advertising background, are required.

The right man must have considerable stature to provide leadership and to give management expert counsel on public relations and advertising.

Write Box 591, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois, including brief résumé of experience, qualifications and age. State salary requirements.

Replies held in strictest confidence.

ONE OF N.Y.'S TOP COPY MEN GOES FREE LANCE

Assignments Wanted • Agencies or Clients
Ideas • Presentations • Portfolios

Highly original, imaginative. Responsible for many distinguished campaigns. Long service in executive creative jobs with leading agencies includes print, promotion, radio, TV, in a wide variety of fields . . . Need a fresh appeal, striking dramatization of a basic sales point, or thoughtful analysis of a selling problem? Or is your regular staff just overloaded? Write:

BOX 587, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

SOMEWHERE IN A LAYOUT BULLPEN . . .

there's a good layout man who wants to step up. He's not the "designer" type, nor is he "way out" . . . but he has the talent to pick-up an idea or piece of copy, for a collateral piece or an ad, and with a minimum amount of supervision turn it into a visual or comp that sparkles with originality.

We think he'll like working with us. We're a medium size, Michigan Avenue agency. He'd be the newest addition to a top-notch creative team that gets a "kick" out of making better ads than the big shops.

If this sounds like you, and your salary requirement is just breaking the five figure barrier, write and tell us you want an interview.

P.S. This isn't your shop or you'd know about this ad. Address reply to Box 583, Advertising Age, 200 East Illinois Street, Chicago 11, Ill.

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1 ILLINOIS

PUBLICITY **COMMERCIAL**
CONVENTION **INDUSTRIAL**

GLAMOUR GIRL PAINTINGS FOR SALE. BARGAIN PRICES

5 full-color original paintings of gorgeous girl subjects used on small run of calendars. Large size 2 x 3 ft. Painted by famous artist, K. O. Munson. Fine for framing or advertising reproduction. Send for details and color prints showing subjects.

WEINMAN BROS. Inc.
3260 W. Grand Ave., Chicago 51, Ill.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

ADVERTISING PRODUCT MANAGERS

The Toni Company, because of expanded needs, is aggressively seeking two men to fill two Senior Product Manager vacancies.

5 to 7 years of advertising experience in small consumer package goods is essential. Ad agency experience—account executive or assistant account executive—will be extremely helpful.

Salary is open.

Qualified candidates will be interviewed in Chicago office. Appointments may be made by calling:

P. Jernberg
WHitehall 4-1800

on Monday, Tuesday, and Wednesday, June 22, 23, 24. All contacts will be kept in strictest confidence.

ASSISTANT ADVERTISING MANAGER

Excellent opportunity for man experienced in advertising production and capable of supervising direct mail program. Automotive parts manufacturer. St. Louis, Missouri location. Replies considered confidential. Send résumé to Box 585, Advertising Age, 200 E. Illinois Street, Chicago 11, Illinois.

NEEDED:

EXPERIENCED COPY WRITER WHOSE FIELD INCLUDES AUTOMOTIVE COLLATERAL

For this job, you need to be able to turn out highly competent, well-styled automotive collateral with little supervision. You should also be capable of creating original and distinctive direct mail advertising.

The job is in Chicago—with one of the country's largest agencies. Eventually, it can lead to interesting opportunities in fields outside automotive. Pay is excellent, and the agency is known as a pleasant place to work. Just give us a brief sketch of your experience and your capabilities.

Box 590 ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ellington Named Northam Warren's Second Agency

(*Continued from Page* 3)

—well versed in fashion and cosmetics, with strong drug, food and syndicated store experience.

"They had experienced teams on deck ready to go, thus enabling us to get to work the fastest," he said.

▪ At Doherty, Clifford the management supervisor on the account will be Donald K. Clifford, chairman of the board. The account supervisor will be William Holden, vp, with Robert Curtis, vp, serving as account executive.

At Ellington, the management supervisor will be Jesse T. Ellington, board chairman. William Bartel, exec vp, will be account supervisor, and Kenneth Hurd, vp, will be account executive.

It may sound hackneyed, Mr. Marsh added, but he felt that the agency selections were being supported by exceptional client enthusiasm. "There's a vibrant feeling of enthusiasm throughout the company over these agencies—to an extent that I've never before seen in a company. We're looking forward to many, many years together."

PAUL GREENBERG *has been named co-chairman of Stanfield, Johnson & Hill Ltd., Montreal. Mr. Greenberg was formerly managing director of the agency.*

▪ The Warren account had been at Doyle Dane for exactly one year. Before that it had been at J. M. Mathes Inc., which was appointed in 1949 to handle Odorono. In 1951, the agency was also given the Cutex and Peggy Sage brands, thus becoming the company's sole agency. In 1955, Cutex and Peggy Sage went to Dowd, Redfield & Johnstone for five months, before being reassigned to Mathes.

According to the Consolidated Consumer Analysis of 21 newspaper markets, Cutex nail polish is the second best seller in these markets, ranking behind only Revlon. Its percentage of market ranges from 16.1% to 39.2%. Cutex lipsticks do not fare quite as well, ranking from fourth to tenth place in these markets. Share of market varies from 1.2% to 3.2%.

In deodorants, Odorono ranges from seventh to 14th place in sales in these markets, with share of market varying from 1% to 4.4%. #

Burbey, Kuehne Promoted

The *Detroit Times* has named Louis H. Burbey to the new post of research director and Hans W. Kuehne layout and copy manager. Mr. Burbey has been with the *Times* 29 years. Mr. Kuehne, with the *Times* seven years, previously was in general advertising promotion.

MARKETER AVAILABLE

How can 32 words describe the discipline and experience of 12 years in selling, advertising and merchandising consumer packaged products? I'm a marketer, not a copywriter. Résumé has details. Write for it. Box 588, Advertising Age, 630 Third Avenue, New York 17, New York.

NEW ENGLAND OPPORTUNITIES

AE Indl. Accts to 11M
Asst. Art Dir. 4A Exp. 10M
Copy writer 7-8M
Editor House Organ 6M

All inquiries received in strict confidence

SOS PERSONNEL BUREAU
127 Tremont Street, Boston 8, Mass.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver

Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

CUTS HALFTONES ETCHINGS

5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **1.65** **Larger sizes, proportionately priced.**

Ward Kah Box 87-A
Glendale 6, Calif.

EMPLOYERS!

We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers

PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

SAVE $ SAVE $ SAVE

Lowest Cost Duplicating Service MAGI-COPY
Office Copy Machine Owners! Photostat Users! Need 3—5—6—10—15—20—25—50—100 copies? Low as 7c per copy. No machine to buy—we do it all. Just send us what you want copied, we do the rest. Mail orders welcome. Write or call for FREE price list and information.
ALFRED MOSSNER COMPANY
108 W. Lake St. Chicago 1, Illinois
Phone: FRanklin 2-8600

Need a very special person to handle your art work?

. . . or perhaps you're looking for a copywriter, production expert or sales promotion genius. Doesn't matter which—the best place to seek him out is in The Advertising Market Place of Ad Age. For that's the one place in the world each Monday where over 158,000 marketing men meet to hire, buy and sell services or products. A low-cost message in the Ad Age classified section gets big results—*fast*. Try it today or whenever you have something to buy from or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

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I am enclosing $__________

My Name__________
Street__________
City__________ **Z**____ **State**__________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois
4041 Marlton Avenue
Los Angeles 8, Calif.

Kiefer
Sparks
Reppert
Raggio
Crain
Waddell
Dunkle
O'Neill
Mast

WINNERS—*G. D. Crain Jr., publisher of Industrial Marketing, presents plaques to the winners of the Industrial Marketing Editorial Achievement Competition: D. C. Kiefer, Steel; Bayne A. Sparks, American Builder; George Reppert, American Machinist; Donald L. Raggio, Progressive Grocer; Harry Waddell, National Petroleum News; Chris Dunkle, Electronic Technician; Brian O'Neill, Manufacturing & Industrial Engineering; Bud Mast Jr., Volume Feeding Management. The presentation was made at the annual convention of the National Industrial Advertisers Assn. in San Francisco.*

NIAA Gets New Name, Membership Structure

(*Continued from Page* 1)

association, from National Industrial Advertisers Assn. to Assn. of Industrial Advertisers. The new name eliminates "National," a term which was considered inaccurate because the organization has two Canadian chapters and numerous members in other countries.

- **2.** Membership dues were raised from $25 to $35 annually.

- **3.** Local chapters are to take steps to see that no more than 40% of their membership is composed of other than "active" members, but all present associate members are to be protected in their membership. "Active" members are industrial advertisers and advertising agency personnel; "associate" members are media representatives and other suppliers.

- **4.** A new class of sustaining memberships is set up, with an elaborate scale of dues, ranging up to $1,500, for companies.

Although the official delegates representing the chapters adopted the recommendations of the Jensen committee, they are not yet legally effective because of parliamentary problems. They must now be formally adopted by the association's board of directors and then submitted to the membership for approval.

▪ Adoption of the Jensen report followed so much debate and legal maneuvering—and so many changes of direction—that wags among the membership were suggesting the association change its name to the National Industrial Debating Society.

When the committee's report was first presented yesterday morning, seven of the 15 proposals were considered non-controversial and were adopted immediately. But the very first one—calling for a change of name—brought objections and was finally tabled, in effect killing the proposed change of name.

Similar rhubarbs—accompanied by almost continuous rulings from the professional parliamentarian engaged to keep the debate within something resembling reasonable bounds—marked the discussion of each of the controversial points in the committee report.

The recommendations of the organization development committee, which was set up a year ago, after the NIAA went through a first-class wrangle and turned down efforts to change its organization drastically, are designed to (1) strengthen the national association, (2) solve the financial problems which have continually plagued it and (3) make the 4,000-member organization a more effective voice for industrial advertising and marketing.

▪ As though the hassle over the reorganization committee's recommendations was not enough, the business proceedings were enlivened by an unscheduled address by Dr. Joseph E. Bachelder, director of the Industrial Advertising Research Institute, who took violent exception to a recommendation of the NIAA executive committee.

The research institute, although operating with a separate staff and budget and its own trustees, is legally a creature of NIAA, having no corporate identity of its own. Dr. Bachelder and the institute trustees have sought to have the NIAA constitution amended so as to cut the corporate umbilical cord and permit the research unit to incorporate separately. But the NIAA executive committee voted in April not to permit such severance, and the meeting here yesterday quickly and without discussion approved this action.

▪ Thereupon Dr. Bachelder sought and secured the floor, and delivered an impassioned attack on the action of the executive committee, asserting that "the parent apparently had little interest in supporting its offspring," but still refused to let the offspring go off on its own.

Members were not properly informed as to the issues, he said; the request for separate corporate identity was perfectly reasonable, and the research organization wanted to maintain all other relationships with the association, including representation on the institute's board.

Nevertheless, Dr. Bachelder proceeded to make it perfectly clear that in his opinion NIAA is not supporting the research institute, has no interest in its operation and is being unreasonable in maintaining corporate control over it.

▪ "Not over 15% of the companies represented in NIAA have ever subscribed to the institute," he said. "Of the seven vps of NIAA at the present time, only two are subscribers; only 13 of the 61 directors of NIAA are subscribers to the institute; only four of the 30 chapter presidents are subscribers.

"Although for two years the institute offered a full set of reports, representing some $100,000 in research costs, for a mere $10 to cover shipping costs, to chapters which would like to present them to colleges and universities," he said, "only three chapters, two of them in Canada, have accepted the offer."

In addition, Dr. Bachelder charged, NIAA officers as well as other members are "chiseling" on the research institute by getting its reports without paying for them.

▪ As a result of his plea, the meeting promptly reconsidered its vote and then tabled action. Although this represented a tribute to Dr. Bachelder's eloquence, its practical importance is probably negligible, because it simply means that the status quo is maintained, and the Industrial Advertising Research Institute continues under the corporate wing of NIAA (or Assn. of Industrial Advertisers, as it will presumably emerge).

▪ H. A. (Hi) Harty, advertising and sales promotion manager of Wolverine Tube division, Calumet & Hecla, Detroit, was elected chairman of the board of the association. He succeeds M. Stephans Miranda, Dresser Industries, Dallas.

Elected vps were Jay M. Sharp, Aluminum Co. of America, Pittsburgh; George Billings, G. H. Tennant Co., Minneapolis; James E. Borendame, Acme Steel Co., Chicago; Charles C. Wardell, Hyatt bearing division, General Motors Corp., Harrison, N. J., and Jordan D. Wood, Jones & Lamson Machine Co., Springfield, Vt.

Michael J. Turner, G. M. Basford Co., New York, was elected secretary-treasurer. Ray Richard, Conover-Mast Corp., New York, and A. Boyce Craig Jr., Ingalls Industries, Birmingham, Ala., were elected directors at large. #

Reebel to Clark & Bobertz Unit

Dan Reebel, formerly senior account executive of Griswold-Eshleman Co., has joined the Hickox-Donnelley division of Clark & Bobertz, Cleveland, as vp and account executive in charge of Cleveland Worm and Gear Co. and Farvel Corp. Clark & Bobertz also has named Ted Schurtleff a vp and public relations director, with headquarters in Detroit. He formerly was vp of pr of LaRue, Cleveland, Detroit agency.

Sorzano Associates Moves

J. F. Sorzano Associates, New York management consultant, has moved to 100 E. 42nd St.

Judges Hack 'Liver' Out of Carter's Pills

(*Continued from Page* 1)

liver" and will "wake up the flow of liver bile," the judges declared that "Carter's pills will have no therapeutic action, effect, or influence, corrective or otherwise, on the liver."

The judges held that Carter "has been engaged in the sale and distribution in interstate commerce of laxative pills which contain grain of purified aloes, a cathartic.

"In numerous hearings," the judges declared, "the FTC found that normal frequency of bowel action varies widely among individuals and that Carter's pills, contrary to its advertising, will tend to aggravate spastic constipation.

▪ "In addition," today's decision asserted, "habitual use of laxatives tends to produce irregularity, rather than to restore regularity . . . a claim common to Carter advertising.

"Evidence shows that Carter repeatedly made and is making false representations in its general advertising that use of its medicinal preparation will stimulate the production and flow of liver bile, thereby rapidly improving the health of users.

"Carter also falsely claims in this widely disseminated advertising," the decision went on, "that use of the pills provides an effective treatment for a vast array of common human ailments, including disorders and diseases of the liver.

"Many of these claims constitute false representation in advertising, and this sort of conduct constitutes unfair and deceptive acts and practices in interstate commerce within the meaning of Section 5 of the Federal Trade Commission Act."

▪ The decision does not list all of the advertising claims by Carter which were noted in the FTC complaint, but it does point out that "proof was the introduction in these hearings of copies of newspaper ads and radio scripts."

The FTC order, which now becomes effective and must be obeyed unless the circuit court decision is reversed by the Supreme Court, specifically forbids Carter from the use of certain advertising claims.

These claims range from "will help food digestion," "Lessen food decay" and "Will clear away the dark clouds of listlessness and despondency" to the assertion that the pills are good for "overeating and over-indulgence."

The FTC was justified, the circuit court declared, in its charges that "all of Carter's advertising claims are grossly exaggerated, false and misleading, in that their pills do not make liver bile flow freely and, to the contrary, may interfere with the digestive process."

▪ "The conclusions which that agency reached must be upheld by this court and are not to be condemned. The FTC did not err in making its findings of fact," the ruling said.

The court refused to "substitute our judicial judgment on purely medical facts for that of the FTC," but it did decide that the FTC order was not wrong or arbitrary.

"We think the FTC was acting well within the orbit of its authority when it ordered excision of the word 'liver' from the trade name of Carter's product," the judges declared, "and we point out that despite Carter's claim that its business would be totally destroyed if the FTC order is sustained, this order does not enjoin Carter from the use of advertising claims concerning the cathartic properties of its pills, unless such claims are of a character clearly prohibited by the express terms of the FTC order."

▪ The circuit court also agreed with the FTC that "Carter's acts and practices are all to the prejudice and injury of the public and constitute unfair and deceptive acts and practices in common.

"The FTC order," the judges concluded, "presents the only barrier to a possible renewed use of many or all such therapeutic claims in any future advertising by the Carter company."

The case has been on federal dockets since 1943, when FTC first took exception to Carter's advertising and held a total of 149 hearings to prove its contention that the advertising was "false and misleading."

After 142 days of hearings and 10,647 pages of testimony were taken (the case had to be reargued three times because of turnover of commissioners), the commission handed down a decision in Washington on April 5, 1951.

The FTC complaint, cited in today's decision (which can still be appealed to the Supreme Court), covered 16 printed pages and set forth a long array of charges that Carter Products "has and is distributing many false and misleading claims in its advertising for this product, as well as making disparaging statements about calomel and other laxatives."

▪ Carter's answer to the FTC, in July, 1943, said, in effect, that the company "did not mean to make therapeutic claims" in its advertising and that some of the advertising claims have been "abandoned for a long time."

Carter appealed to the ninth U.S. circuit court of appeals and on Jan. 19, 1953, that court set aside the FTC order, declaring: "We think the rulings of the (FTC) examiner tended to be insufferably technical, where not wholly erroneous."

▪ A Carter appeal to the Supreme Court was based on the contention that the company had been denied a fair hearing "because the FTC examiner restricted Carter's right to cross-examine three expert witnesses."

The Supreme Court remanded the case to the circuit court here for a ruling on the medicinal value of the pills. The decision handed down today upheld the FTC's cease and desist order of Oct. 4, 1956.

The FTC reopened the case in October, 1956, with a new cease and desist order, at which point Carter's defense went back to the very beginning again, challenging the order on its merits as well as on procedural matters.

Shortly after the second go-'round, it was estimated that the case had cost the government and Carter about $1,000,000 apiece. The hearings totaled 150, in six different cities; the transcript was up to 11,197 pages including 2,236 technical and medical exhibits.

▪ In New York, Henry H. Hoyt Jr., secretary of the company, said that Carter will wait the full 90 days allowable under the law and then file a writ of certiorari with the U. S. Supreme Court.

In answer to a question, Mr. Hoyt said that there would be no changes in advertising of Carter's Little Liver Pills at this time.

▪ William L. Hanaway, Carter Products' counsel, did not think the court could rule on a certiorari petition much before November. If it is granted, Carter will prepare a brief by about the end of the year, which would probably be argued in March and ruled by the Supreme Court some time around next summer.

If the court does not grant the petition, "That's the end of the case," Mr. Hanaway said.

■ Carter Products began business in 1870 as the Carter Medicine Co., selling the famed Little Liver Pills, but the product is now believed to account for less than 10% of the company's sales, which in fiscal 1958 were $42,000,000.

The main part of Carter's business today is in prescription sales of tranquilizers (its own Miltown brand, plus licensees).

Sales in the past fiscal year, ended March 31, '59, were $48,082,373—an alltime high in all categories and a 13% increase over the preceding year. Ethical sales were $25,383,300, a 10% increase and 53% of the total business. Proprietary and toiletry sales were $21,341,000, also a 10% increase, and 44% of total sales. Export sales were 6.3% of the total.

Among the company's consumer advertised products are Arrid, Rise shaving cream, Snow White aerosol toothpaste, Colonaid laxative, and Nair depilatory. Carter also owns Frenchette Co., maker of salad dressings, and operates it as a division.

■ Expenditures for Carter's Little Liver pills are not known, although *Drug Trade News* reports a spot tv expenditure of $718,000 in 1958.

Carter's total 1957 ad expenditures were estimated by AA at $13,500,000, of which $11,000,000 was in measured media. #

William B. Kastor, Agency Veteran, Is Dead at 84

CHICAGO, June 16—William B. Kastor, 84, secretary of H. W. Kastor & Sons Advertising Co., and a veteran of more than 60 years in the agency field, died in Presbyterian-St. Lukes Hospital yesterday after a long illness.

Born in St. Joseph, Mo., Mr. Kastor joined the agency in 1898—three years after it was founded in St. Louis by his brother, Louis, and their father, H. W. Kastor. Five other brothers—Ben H., E. H., Fred W., Richard H. and Arthur G.—also worked for the agency.

■ William Kastor specialized in media buying and contact with media representatives. He had been secretary of the agency for many years. His brother, Richard H., died at the same age exactly two years ago to the day (AA, June 24, '57).

The Kastor family, pioneers in the agency field, moved the agency from St. Louis to Chicago around 1900. The only surviving brother is Arthur G. Kastor, president of the agency. H. Kastor Kahn, a nephew, is board chairman of Kastor, Hilton, Chesley, Clifford & Atherton, New York. #

Headley-Reed Names Atlass Jr. Program Development Head

H. Leslie Atlass Jr. has been named to direct program development for Headley-Reed Co., a new post for the radio-tv station representative. Mr. Atlass, who is one of three applicants for Channel 8 in Rock Island-Davenport, for many years was director of programming of WIND, Chicago, until WIND was purchased by Westinghouse Broadcasting Co. Since then, Mr. Atlass has been with WBBM, Chicago.

Headley-Reed set up the new service for its stations because of the "stepped up competition for audience and the representatives' increasing important role in the programming area." Mr. Atlass will work from the Chicago office.

Now! SIR WALTER RALEIGH in a Pouch!
Keeps Tobacco
44% FRESHER!
SIR WALTER RALEIGH
SIR WALTER RALEIGH

NEW POUCH—*Brown & Williamson will break this 330-line ad June 28 to introduce a new pouch for Sir Walter Raleigh tobacco. 60 newspapers and supplements in major markets are on the schedule, supported by tv spots. Keyes, Madden & Jones is the agency.*

Plastics Society Drive Warns on Film Bag Misuse

(*Continued from Page* 1)

a result of the misuse of ultrathin plastic bags.

■ "This is a tragic—and unnecessary—price to pay for the convenience of these new bags," the copy reads.

The ads then warn that the bags should not be used as makeshift covers, be given to children as playthings or be kept after they have served their "intended usefulness." Directions for destroying the bags also are given.

The society also has distributed more than 2,000,000 copies of a pamphlet, "Helpful Hints to Parents on the Correct Use of Plastic Film." #

Grove Ads Attack Post Office Ban on 'Lady Chatterley'

NEW YORK, June 18—Grove Press, publisher of the unexpurgated edition of "Lady Chatterley's Lover," this week mounted an advertising attack against the U.S. Post Office but found there was one place where it could not wage its anti-censorship battle—the *New York Times*.

On the advice of legal counsel, the *Times* turned down an all-text ad which castigated the Post Office for its ruling last week that the book is "an obscene and filthy work" (AA, June 15). This ruling prevents the book or advertising for it from going through the mails.

■ The Grove ad appeared in newspapers in Chicago, St. Louis, Dallas, San Francisco, Los Angeles and Washington. It was scheduled for the *New York Times* on Monday. After it was rejected, Grove switched the ad to the *New York Herald Tribune*, which had no objections.

Following its rejection of the ad, the *Times* published an editorial on Tuesday attacking the Post Office ban.

■ Grove continued its attack yesterday with a boxed two-column 6" ad containing this solitary sentence: "The Post Office ban forbids us to tell you where you can buy a copy of 'Lady Chatterley's Lover'." This copy ran in newspapers in New York, Chicago, Dallas, San Francisco, St. Louis and Los Angeles. #

Last Minute News Flashes

NIAA Officials Get Revamped Assignments

SAN FRANCISCO, June 19—In a functional reorganization the following areas of operational responsibility have been assigned to these vps of the National Industrial Advertisers Assn.: Jay Sharp, Alcoa, advisory planning committee; James Borendame, Acme Steel, membership; Joseph Wood, Jones & Lamson, sustaining membership; Charles Wardell, Hyatt Bearing, program; Tom Yellowlees, Canadian General Electric, communication; Mike Turner, G. M. Basford Co., finance; Charles Bryant, Baroid division, National Lead, special activities; George West, Electro Dynamics, education; George Billings, G. H. Tennant Co., media. The switch from regional to functional duties was instituted by Harold A. (Hi) Harty, new AIA president (*see stories on Pages* 1, 3, and 60).

Mathes Seen Leading Candidate for Underwood

NEW YORK, June 19—J. M. Mathes Inc. reportedly has the inside track among three finalists bidding for the Underwood Corp. account to succeed William Esty Co.

Hertz to Hear Six Finalists Next Week

CHICAGO, June 19—The advertising committee of Hertz Corp. will view presentations from six "finalist" agencies on June 22, 23 and 24 in a Chicago hotel. Campbell-Ewald Co., current agency for Hertz's $4,000,000 Rent A Car account, is one of the six agencies. The committee is expected to decide next week if C-E will be retained.

Stewart Leaves Post as Texaco Ad Manager

NEW YORK, June 19—Donald W. Stewart, longtime advertising manager of Texaco Inc., has left that post following a "difference of opinion or a clash of personalities," according to Texaco.

Preen Waxes Return to Charles W. Hoyt

NEW YORK, June 19—A. S. Harrison Co., South Norwalk, Conn., maker of Preen waxes, has reappointed Charles W. Hoyt Co. to handle its advertising, effective Aug. 1. The account moved about a year ago to Kastor, Hilton, Chesley, Clifford & Atherton.

Dow Heads Marketing of Two Warner-Lambert Lines

MORRIS PLAINS, N. J., June 19—Henry Dow, formerly vp of Pharmaceuticals Inc., has joined Warner-Lambert Pharmaceutical Co. as marketing director for the Richard Hudnut and Sportsman Lines, a newly-created position.

Canada Green Giant to Burnett; Other Late News

• **Green Giant of Canada Ltd.** has named Leo Burnett Co. of Canada Ltd. to handle advertising for its products in Canada. Walsh Advertising Co., Windsor, Ont., is the former agency. Leo Burnett Co. also handles advertising for the parent Green Giant Co. in the U. S.

• **Esquire Inc.**, New York, publisher of *Esquire, Coronet* and *Gentleman's Quarterly*, reported consolidated net revenue of $18,788,290 for the fiscal year ended March 31, and net income of $212,591. Comparable figures for the year previous were $17,630,121 in revenue and $211,148 in income. Gross ad revenue in the past year: *Esquire*, $6,569,102; *Coronet*, $3,465,501; *Gentleman's Quarterly*, $403,966.

• **KTTV**, Los Angeles, has appointed a committee of 20 members of the advertising trade press and radio-tv writers from newspapers to screen commercials for the station's series of half-hour shows presenting uninterrupted commercials (AA, June 1, 15). Foreign commercials and spots for products not distributed in Los Angeles may be included. The series begins July 11. There will be no time charges for the commercials.

• **National Retail Hardware Assn.**, Indianapolis, has appointed the Cleveland office of Fuller & Smith & Ross as advertising agency for all of NRHA's industry activities and for *Hardware Retailer*. An annual Housewares Festival is planned, to be launched with a color spread in the Oct. 3 *Saturday Evening Post*, with eight housewares manufacturers participating. The account was formerly handled by Bozell & Jacobs.

• **At Mogul, Lewin, Williams & Saylor,** New York, the security lid is on tight as ever. Following exclusive publication here last week that A. W. Lewin, board chairman, had left the agency under unusual circumstances, Emil Mogul, president, said, "There's absolutely nothing to add. No comment." Most of the agency's clients still profess to be as much in the dark as ever, and the agency still informs telephone callers that Mr. Lewin is "not in today," despite the fact that he apparently has not been in since April 27.

• **Sy Wassyng** has returned to Revlon Inc. from Seagram-Distillers Co. as director of packaging. Bertram Reibel, who succeeded Mr. Wassyng in the job, has transferred to Paris where he will be a packaging consultant for Revlon International. Sidney Fread, formerly financial vp for Seagram, has joined Revlon as vp and treasurer, replacing Irving Bottner, who recently became president of Revlon's Knomark subsidiary (Esquire polish). Revlon has also elected Controller Alec Faberman a vp.

• **Exquisite Form Brassiere Co.** has appointed Martin Lave as advertising manager of the Silfskin division. Wynne McGovern, formerly with Flexees Inc., has joined the company's advertising department.

• **Sincerely Yours,** a 35¢ monthly, filled with advice to the lovelorn from 11 different authorities, will bow June 23 with an initial national distribution of 265,000. The publisher is Davis Publications Inc., headed by Bernard Davis, formerly of Ziff-Davis. There will be no advertising solicitation for the first three months, and no rates are set at present, although advertising is running in the introductory issue.

• **David Grant,** account executive in the New York office of Doyle, Kitchen & McCormick, has been named manager of the agency's Denver office, trading locations with Gordon W. Laird, who returns to New York. Both will remain account executives on the Colorado Fuel & Iron Corp. account.

• **Magazines for Industry**, a new subsidiary of Don Gussow Publications, will launch a new bi-weekly, *Food & Drug Packaging*, Nov. 12, a project the company has been working on for five years. Ad rate for the 11x14" book will be based on $700 for a 7x10" one-time b&w unit. Guaranteed circulation will be 35,000.

Rent Suit Adds to C&H-Seklemian Legal Hassling

(*Continued from Page* 1)

trial had been postponed until fall, after day-long negotiations to effect an out-of-court settlement had failed. According to Richard H. McCann, attorney for the landlord, a settlement was blocked "after it became clear that both parties [Seklemian & North and Calkins & Holden] wanted to use the rent case as a springboard for their own actions, also scheduled for the fall."

The action, before Justice J. Daniel Fink in municipal court here, got off on an acrimonious note Wednesday.

In their opening statements, lawyers for the three litigants moved away from the central issue of who-owes-what-rent and moved into the disputed area of the legality of the merger and its subsequent breakup. Both Calkins & Holden (now Fletcher Richards, Calkins & Holden) and S&N currently are involved in a rash of lawsuits on this point.

■ Richard H. McCann, attorney for the landlord, aimed most of his legal ammunition at Calkins & Holden, which he claimed "succeeded" Seklemian & North as the tenant of the quarters. To back his contentions, Mr. McCann introduced canceled checks for rent paid by Calkins & Holden. He charged the agency reneged on the rent after its January breakup with S&N.

Under terms of the original agreement, the merger of the two agencies was to have been subject to review after nine months and renewable after one year. According to Mr. McCann, Calkins & Holden broke off the agreement after five months and therefore is liable for debts incurred by S&N during the period named in the agreement. "There is no such thing as a trial merger where creditors are involved," he said.

■ Elliot L. Hoffman, attorney for S&N, agreed with Mr. McCann and angrily charged C&H with "fleecing" his clients. He disputed whether the merger was legally terminated.

"We're still married and not even legally separated," he said. "We've been thrown out in the street, and everything we had is in the hands of Calkins & Holden [and] if they hold our assets, they also must have our liabilities. The only thing with no value to C&H —the lease—has been returned to us."

Leonard Lehman, attorney for Calkins & Holden, heatedly denied the allegations and repeated the C&H position, that the August agreement, drawn up by Calkins' Sherwood Smith, was simply an "agreement" and had no legal interpretation as an out-and-out merger.

"Mr. Smith has made the greatest mistake in his 45 years of advertising life in having anything to do with these people," said Mr. Lehman. "This is a sordid story, and unfortunately we've been hurt by it. We never took possession, and we didn't receive any assets [from S&N]. In fact the [SN] agency was being pressed by creditors for $100,000, and we'll prove it." #

Bell Joins Badger & Browning

Charles D. Bell has joined the executive staff of Badger & Browning & Parcher, Boston agency. Mr. Bell was previously with Pepperell Mfg. Co., where he was advertising manager for the past seven years.

KNOW YOUR

A C B's

Retailers are mighty hep as to whom it is who buys. They back their judgment of LIVING's buying potential with their own advertising dollars.

NEWSPAPER TIE-IN ADVERTISING
JANUARY THROUGH APRIL, 1959

	Total Ads	Total Stores
LIVING	994	743
House Beautiful	761	584
House & Garden	529	361

During the first four months of 1959 — as with the entire year of '58 — **more** stores devoted **more** of their own ads to tie-ins with LIVING than with any other "special interest" home magazine.

The Time Of Purchase Magazine

LIVING
FOR YOUNG HOMEMAKERS

575 Madison Ave., New York 22, N. Y.

Ad Manager Can Enlarge Stature as Total Marketing Expands, NIAA Told

(*Continued from Page 3*)

thought out marketing plans. The advertising manager must not only recognize the need for coordination of marketing plans by various departments in the business, but he can himself develop the coordinating plans, Mr. Dick said, adding:

"Not nearly enough industrial advertising managers now measure up to the demands of the total marketing concept. The job now is to develop them."

■ During the 1960s, Mr. Bernstein said, "the transition of the advertising manager from a technically competent expert to an expert in advertising management will be completed. He will cease to be merely a technician, or the head of a technical department, and will become more and more a general staff executive, with strategical and tactical authority within his company."

By the end of the 1960s, he said, practically every industrial company will have someone with the function—if not the title—of marketing manager, in charge of all phases of company marketing. "And the advertising manager will have every bit as good a chance to land that job as the sales manager," he said.

■ At the Tuesday morning session, G. Herbert Pfeifer, manager of sales promotion and advertising, Chain Belt Co., Milwaukee, showed how the advertising man can be the catalyst in developing greater marketing integration.

The advertising manager is in the best possible position to further the integrated marketing concept because he is one of the few people in touch with all manufacturing divisions in his company, all personnel and all markets, he said. And to prove that he can develop the idea successfully, Mr. Pfeifer explained how he initiated activity within his company which resulted in the development of a marketing council for the industrial equipment section of the business.

The council is made up of the vp in charge of marketing, various division sales managers, the export manager, manager of marketing development, manager of trade relations, advertising manager, supervisor of distributors and the market analyst—with the advertising agency invited as a regular guest at the bi-monthly meetings.

■ The marketing council has the general responsibility for recommending specific marketing action to the vp in charge of marketing and/or various division managers. Specifically, it recommends, coordinates and unifies marketing plans of the various industrial divisions of the company and also coordinates with the construction machinery division whenever this is necessary.

"The marketing council has been a very successful operation," Mr. Pfeifer reported. "It has truly integrated our thoughts and our marketing activities. It gives us an actual *company* approach to all markets. It offers a planned opportunity for a meeting of minds and an interchange of ideas and experiences.

"Even though a question is raised that is of interest to only one or two of our divisions, the other members of the council contribute immeasurably to the solution of any problems encountered. . .

"Because we in advertising are members of the marketing council, we're in on the ground floor of all marketing and product discussions . . . It makes advertising and sales promotion more important and the advertising manager a real part of the marketing team."

■ Playing the roles of advertising managers in a series of skits designed to demonstrate coordinated marketing operations were C. D. Byrd, Dresser-Ideco Co.; C. V. Meconis, Litton Industries; C. B. Brandon, Minnesota Mining & Mfg. Co.; and Charles C. Wardell, Hyatt bearing division, General Motors. They demonstrated various aspects of "full circle marketing" and showed how it increases the effectiveness of advertising.

■ The session concluded with Edward H. Bick, merchandising manager, Detroit diesel engine division, General Motors, showing the presentation his company used to announce a new line of engines and the advertising campaign promoting them to the national distributor organization.

■ The Tuesday afternoon program featured a panel headed by John DeWolf, G. M. Basford Co., discussing agency compensation. Panelists included Ira Rubel, management consultant, and three advertising managers—Dave Beard, Reynolds Metals Co.; Don McComb, Warner Electric Brake & Clutch Co.; and Harold E. Snyder, Arcos Inc.

Mr. Rubel demonstrated why he believes that the 15% commission system, augmented by fees based on actual time charges, will emerge as the dominant method of agency compensation. The three advertising managers, each using a different method of compensating agencies—ranging from straight fee basis to combinations of fees and commission—seemed in general agreement.

■ Following the panel, W. A. Marsteller suggested a move toward a single auditing bureau for all business papers (*reported in detail on Page* 66), and a concurrrent panel of New York NIAA chapter members reported on a chapter study which showed that industrial advertising managers believe their sales managers consider them less important than is actually the case—that is, the sales manager has a better "image" of his advertising manager than the advertising manager believes he has.

Participants in the panel were Clem Kohlman, American Cyanamid; Mr. DeWolf; Philip Gisser, USI Industrial Chemicals; and Steven Madden, Babcox & Wilcox Co.

■ The final day of the meeting was given over entirely to marketing research, copy, determination of corporate image, and other aspects of advertising techniques and effectiveness.

• Leo Lionni, art director of *Fortune* and design director, Olivetti Corp., said that the most important thing advertising can do is help business "be itself" and express its true personality. He showed pictures from a new book to be printed by *Fortune* which demonstrates how industrial advertising can be made more appealing and interesting through what he called "space tricks."

• P. R. Gustkowski, Line Material Co., Milwaukee, and Robert Kline, Beaumont, Heller & Sperling, Reading, Pa., discussed methods of determining and projecting corporate images and emphasized the importance of research which provides a picture of existing images upon which corrective action can be built.

• Fred R. Messner, G. M. Basford Co., and Hal Stebbins, president of his own Los Angeles agency, conducted a copy clinic for the delegates, and other clinics on direct mail and industrial cataloging were addressed by Henry Hoke Jr., *Reporter of Direct Mail Advertising*, and W. M. Dickson, Douglas Fir Plywood Assn., Tacoma.

■ The final session on Wednesday was devoted to various phases of research. Edgar Gunther, director of marketing research for *Fortune*, pointed out that the principal difficulty in measuring advertising effectiveness is that advertising is only one ingredient in the marketing mix and is difficult to isolate.

Asserting that four groups of approaches currently are being used to measure the effectiveness of advertising, Mr. Gunther said: "One simple correlation analysis for measuring advertising effectiveness is currently being publicized, together with the claim that it does determine to what extent business paper advertising affects sales. [Although he did not identify the analysis, Mr. Gunther was presumably discussing the analysis by Vernon Van Diver recently published in an advertising magazine.]

"Since, for many companies, the size of the advertising budget is a function of sales—*i.e.*, a fixed percentage of estimated sales—it is not feasible to conclude that sales increase with increased advertising. So often, the advertising budget is increased *because* sales have increased, and not vice versa," he said.

■ Murry Harris, in charge of advertising research for the data processing division of International Business Machines, told how his organization went about a complete advertising research program—measuring the communication power of advertising; the attitude of customers and prospects toward the company and its equipment; motivating factors inducing buying; the standing of competition; and in addition pretesting proposed ads and campaigns; evaluating a trade show program and the value of promotional literature.

He presented some of the results from this type of extensive research conducted in connection with the introduction of new check-handling equipment, and concluded:

"Industrial advertising men have an obligation to make advertising as efficient as possible. . . To do this we must use all the research tools now available.

"Use sophisticated research tools —not just readership scores. Use research in three dimensions—not measurement in one dimension," he urged.

■ The meeting concluded with a presentation of the findings in *Steel Magazine's* study of emotional factors underlying industrial purchasing and an analysis of how to use them in selling and advertising. The study was presented by D. C. Kiefer, business manager of *Steel;* Dr. F. R. Shoaf, assistant professor of marketing at New York University, who made the study; and Howard G. Sawyer, vp, James Thomas Chirurg Co., Boston.

Reporting that *Steel* has made statistical studies of the steel industry and the people in it for many years, Mr. Kiefer said that the facts gathered, although extremely important, do not tell "what makes the steel executive tick.

"So a little over a year ago, we laid plans to study the metalworking manager's motivations on the job," he said. "We wanted to find out if the common conceptions about how he made or influenced decisions on the job were right or wrong. We wanted to know to what extent the psychological factors that motivate his private life extend into his business life."

■ Dr. Shoaf then presented a summary of the findings (details were presented in ADVERTISING AGE, April 27, '59):

1. "The industrial buyer may be more human than we're inclined to realize."
2. Administrative, production, engineering and purchasing managers are different in function, but all share the same management interests.
3. Needs exist everywhere in industry, but industrial marketing is not doing a sufficiently creative job in changing those needs to wants.
4. To the extent that industrial products become more alike, emotional factors become important in the selection of brand or supplier.
5. "Your current customers are your best prospects."

■ "The lesson to the advertising man from this study of *Steel's* is that the buyer's emotional involvement is much greater than has been suspected," Mr. Sawyer said. "Selling to him—or advertising to him—is by no means just a matter of describing product virtues and superiorities and expecting that he's sensible enough to appreciate and agree with your evaluation of your product's worth and to become, forthwith, a buyer."

Advertising men should understand and try to compensate for, or take advantage of, the types of emotional factors which influence business decisions, he said. Among the unfavorable factors, which must be compensated for, are habit, complacency, inertia, fear of decision, security, laziness. Favorable factors, which should be taken advantage of, include "the gambling instinct—the desire to be a hero"; fear of being left behind; status.

■ "We are all inclined," Mr. Sawyer said, "to content ourselves with the theory that since it's the salesman who sees the prospect face to face, he is in the best position to evaluate and act upon the prospect's *emotions*.

"This is not true. It's advertising that's in the best position to present information and attitudes which will create a favorable emotional response."

WESTINGHOUSE WINS 'BEST SELLER' AWARD

SAN FRANCISCO, June 16—Westinghouse Electric Corp., Pittsburgh, won the "Best Seller Award" at the National Industrial Advertisers Assn. convention here today. The award is a bronze statue created by Rene Shapshak, famous sculptor, and signifies unusual excellence in advertising. Westinghouse won out in a field of 61 entries—50% larger than last year's field.

Honor Awards

Exact Weight Co., Columbus, O.; B. F. Goodrich Industrial Products Co., Akron; General Electric Co., Western Springs, Ill.; and Aluminum Co. of America, Pittsburgh.

Merit Awards

Burroughs Corp., Detroit; Reynolds Metals Co., Richmond, Va.; Polarad Electronics Corp., Long Island City, N. Y.; U. S. Industrial Chemicals Co., New York; and Bomac Laboratories, Beverly, Mass.

Wilner Elected President

Theodore J. Wilner, a senior copywriter with Ross Roy Inc., has been elected president of the Southeastern Michigan chapter of the National Society of Technical Writers & Editors. Other officers are Bruce Browne, Continental Aviation & Engineering Corp., vp; Lydia McHenry, Wayne State University, secretary; and E. R. Chartier, Chrysler Missile Operation, treasurer.

Systems Engineer
Vice President In-Charge-of-Operations-and-Engineering
FEBRUARY 13, 1959
electronics
What Air Force Planning Means to Business
President (Manufacturers' representative)
Company President
Account Supervisor
Merchandising Manager
Product Manager
Executive Vice President
Sales Manager

Important
Readers
and
Advertisers
in the
Electronics
Industry...

9 men who took the stand for electronics

I. Allen Mitchell, President, United Transformer Corporation, says:

To me electronics has a peculiarity. It has excellent technical coverage. It has the most pages of advertising, and naturally I want to keep abreast of the industry in terms of the products shown in the ads.

Dr. Wright, Vice President In-Charge-of-Operations-and-Engineering, Tung-Sol Electric Incorporated, says:

It's not too highbrow, yet it's not a gossip sheet. It's an excellent middle-of-the-road job of reporting technical and business developments. electronics does a down-to-earth reporting job.

Arthur E. Harrison, Systems Engineer, Grumman Aircraft Engineering Corporation, says:

electronics is a magazine that is edited for the work-a-day engineer, his jobs, and his problems. It offers broader coverage of the electronics industry than any other publication. I am thinking all the way from computers through instrumentation to communication and navigation.

Paul Odessey, Executive Vice President of Polarad, says:

To the individual engineer, it is a matter of personal accomplishment to have a paper published, or a news item appear relevant to his standing in the field. electronics is the important source for purchasing electronic components, materials and services.

Paul G. Yewell, President, Yewell Associates, Incorporated (Manufacturers' Representative) says:

. . . I have been reading electronics for years and consider advertising in the publication is fundamental in any sales program aimed at the electronics industry.

Paul Petrack, Product Manager for silicon products, ITT Components Division, says:

(electronics helps create new business for ITT) . . . by keeping me aware of new developments in industry, the state of the art, and market potentials for existing products, we are better able to direct our efforts toward meeting our product goals.

Norman Allen, Account Supervisor, Mohr & Eicoff, Incorporated, (Advertising Agency) says:

I regard electronics as an indispensable medium of advertising — because it represents one of the strong 'thinks' in Burnell's (a client's) production plans.

Edward L. Grayson, Sales Manager, the Daven Company, says:

electronics is the keystone of our advertising campaign because we know engineers and engineering-management read electronics first. It carries more weight with our customers than any other publication. We spend more advertising dollars in electronics than any other medium.

Clark W. Fishel, Merchandising Manager, Texas Instruments Incorporated, says:

Because — due to its editorial format and circulation — it covers the industry like a blanket. Certainly I know that we can buy magazines with a cheaper rate per gross thousand or with more readers in some specific category . . . but nowhere else can we find such a catholic combination. Naturally we advertise heavily in it.

If it's about electronics, it's advertised and read in electronics.

electronics

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